

1977 CENSUS OF RETAIL TRADE

VOLUME 3

MAJOR RETAIL CENTERS  
IN STANDARD METROPOLITAN STATISTICAL AREAS

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**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

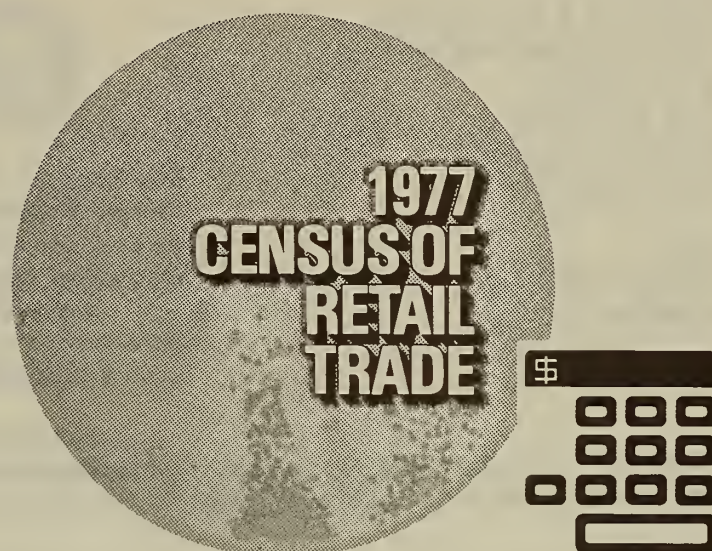
# Wisconsin

## 1977 CENSUS OF RETAIL TRADE









**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

# Wisconsin



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**ACKNOWLEDGMENTS**—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programming Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, Richard Burt, Chief, under the direction of Darren Althouse, Chief, Economic Surveys Branch, assisted by John Guest.

Forms design was performed in the Administrative Services Division, Henry J. Husmann, Chief. The entire staff of the Forms and Mail Management Branch made significant contributions in the planning, design, review, and composition of the forms.

Within the Publications Services Division, many individuals made significant contributions in publication planning and design, editorial review, composition, and printing procurement. These operations were performed under the direction of Raymond J. Koski, Chief, assisted by Milton S. Andersen, Gerald A. Mann, Wayne H. Massey, Helen M. Curtis, Jacqueline A. Gans, Charles C. Huntley, Nicholas Preftakes, Rosemary B. Vance, and Robert Warunek.

Clerical and data keying operations were performed in the Data Preparation Division at Jeffersonville, Ind., under the direction of Don L. Adams, Chief, assisted by Rebecca Lamon and George Wilson. Clerical supervision was provided by Helen Swank.

The geographic coding procedures and computer programs were developed in the Geography Division under the direction of Jacob Silver, Chief, assisted by Silla G. Tomasi, Gerald Cranford, Terence D.

McDowell, Dan Harding, Phyllis Krause, Walter Yergen, and Rose J.A. Quarato.

Computer processing was directed by C. Thomas DiNenna, Chief, Computer Services Division. John E. Halterman, Jesse J. Verdeja, Willie E. Clark, and Norman W. Larsen, provided staff assistance.

Lawrence E. Cornish, Systems Software Division, made significant contributions by developing special-purpose computer programs for publication preparation.

Donald E. Young, Lawrence H. Lyons, and Robert S. Taylor, of the Office of the Assistant Director for Economic and Agriculture Censuses, participated in overall planning and review of the census operations.

This report is a retabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

Special acknowledgment is also due the local Census Statistical Areas Committees (CSAC's), which delineated areas included in this report, and to the many businesses whose cooperation has contributed to the publication of these data.

**Library of Congress Cataloging in Publication Data**

United States. Bureau of the Census.  
1977 census of retail trade.

**CONTENTS:** [1] Geographic area statistics.  
[2] Major retail centers in standard metropolitan statistical areas. [3] Subject reports. [4] Merchandise line sales.

1. Retail trade—United States—States—Statistics.  
2. Retail trade—United States—Statistics. I. Title.  
II. Title: Census of retail trade.

HF5429.3.U535 1978 381 78-606155

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# 1977 CENSUS OF RETAIL TRADE

RC77-C  
Changed January 1981

Major Retail Center Series

Final Report

## CHANGE SHEET

The partial table reproduced below contains a revision to a column titling error previously published. Rather than "Payroll first quarter 1977," the column should have been titled "Payroll first quarter 1972." States for which this correction applies are listed below the table.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SiC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Arizona (RC77-C-3)					
	Delaware (RC77-C-8)					
	Idaho (RC77-C-13)					
	Iowa (RC77-C-16)					
	Kansas (RC77-C-17)					
	Maine (RC77-C-20)					
	Maryland (RC77-C-21)					
	Massachusetts (RC77-C-22)					
	Minnesota (RC77-C-24)					
	Mississippi (RC77-C-25)					
	Montana (RC77-C-27)					
	Nebraska (RC77-C-28)					
	Nevada (RC77-C-29)					
	New Hampshire (RC77-C-30)					
	New Mexico (RC77-C-32)					
	North Dakota (RC77-C-35)					
	Rhode Island (RC77-C-40)					
	Utah (RC77-C-45)					
	Wisconsin (RC77-C-49)					



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## WHAT IS IN THE TABLES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area

## AIDS TO TABLE USE

### DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

### MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

### DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

### ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
—	Zero.

## INTRODUCTION

HISTORY OF THE ECONOMIC CENSUSES. . . . .	V
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### HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

### USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

### AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

### CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.<sup>1</sup> It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

<sup>1</sup> Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.



For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

## MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

### Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

### Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

### Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores<sup>1</sup> located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.<sup>2</sup> MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

### Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

<sup>1</sup> An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

<sup>2</sup> Minimum square footage criterion was waived in a few special cases at request of local CSAC.

## CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.<sup>1 2</sup>
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

<sup>1</sup> For all establishments, including those with no payroll.

<sup>2</sup> Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

## GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.





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The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

## MAPS

Standard Metropolitan Statistical Area  
Central Business Districts  
Major Retail Centers

## TABLES

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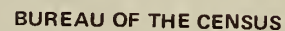
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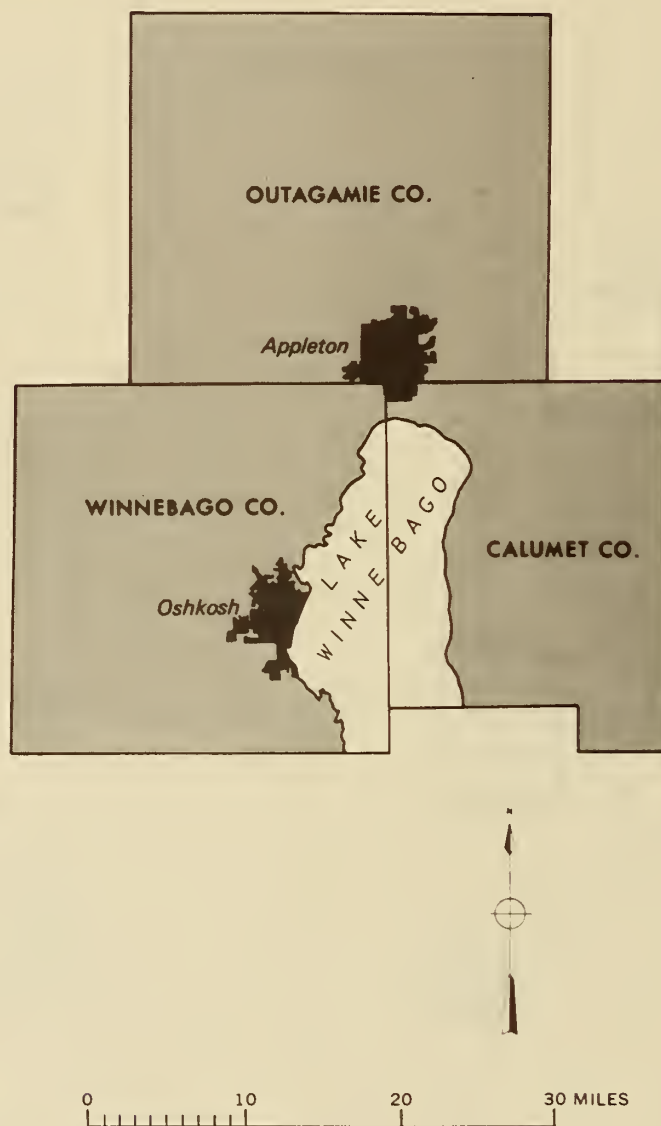






## APPLETON-OSHKOSH

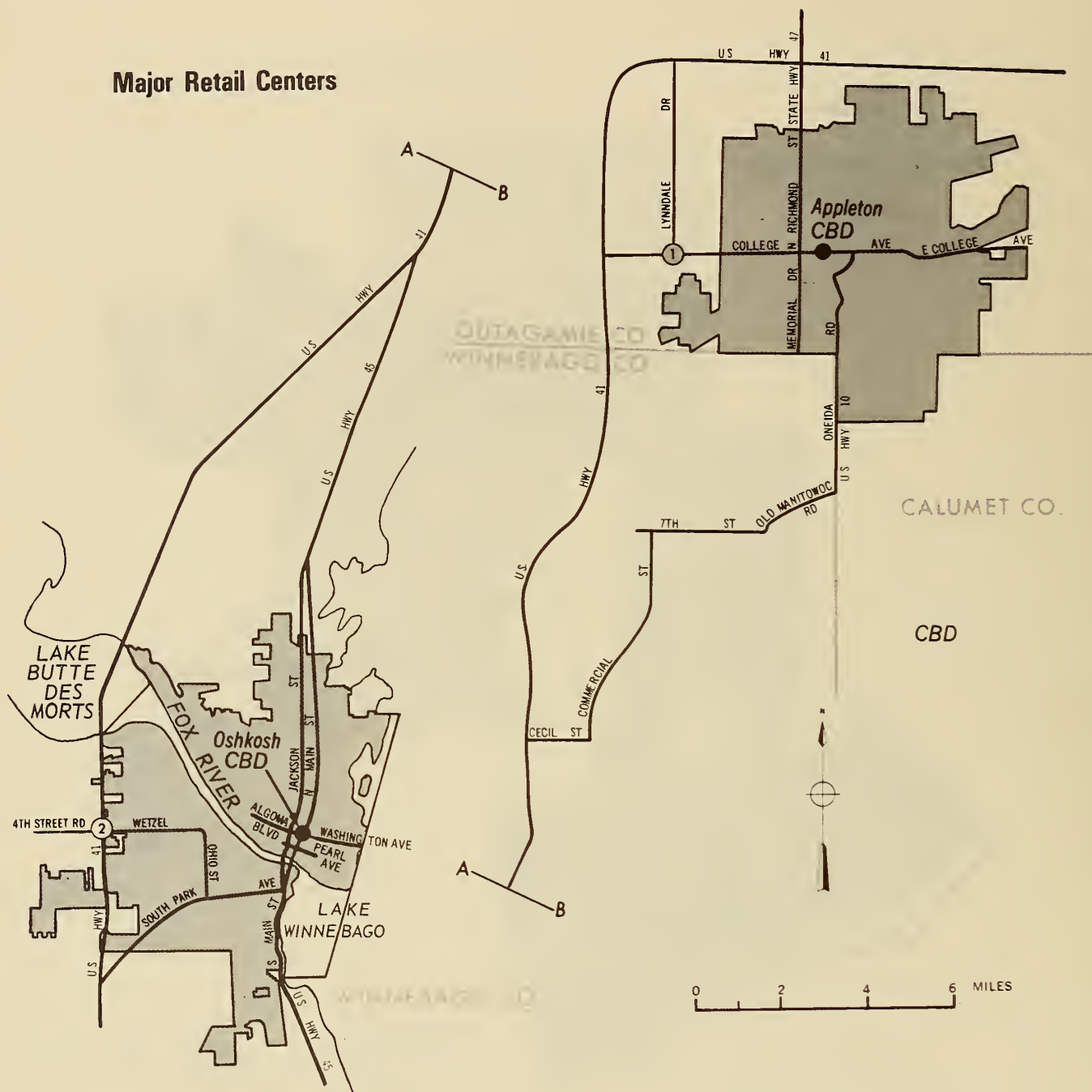
### Standard Metropolitan Statistical Area





# APPLETON-OSHKOSH

## Major Retail Centers



- Central Business Districts
- ① ② Major Retail Centers (boundary descriptions are in appendix E)
- Central Cities



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers	
			Appleton	Oshkosh	Appleton	Oshkosh	No. 1	No. 2
	<b>Retail stores:<sup>1 2</sup></b>							
	Number -----	2 393	534	519	176	159	49	31
	Sales (\$1,000) -----	893 289	232 544	(D)	92 223	66 586	90 436	35 785
	Payroll entire year (\$1,000) -----	105 083	30 733	(D)	14 035	9 608	9 437	4 418
	Paid employees for week including March 12 ---	18 427	4 876	(D)	2 341	1 813	1 371	863
54, 58, 591	<b>Convenience goods stores:</b>							
	Number -----	977	185	191	40	49	14	13
	Sales (\$1,000) -----	(D)	70 522	69 737	10 838	17 522	9 712	6 776
53, 56, 57; 594	<b>Shopping goods stores<sup>3</sup> (GAF):<sup>3</sup></b>							
	Number -----	585	174	149	106	81	13	6
	Sales (\$1,000) -----	(D)	(D)	(D)	63 736	36 605	25 437	21 298
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>							
	Number -----	831	175	179	30	29	22	12
	Sales (\$1,000) -----	(D)	(D)	(D)	17 649	12 439	55 287	7 711
	<b>Number of Establishments</b>							
	Retail stores <sup>1 2</sup> -----	2 393	534	519	176	159	49	31
52	Building materials, hardware, garden supply, and mobile home dealers -----	130	25	19	5	5	2	2
525	Hardware stores -----	46	2	5	-	2	-	-
52 ex. 525	Other -----	84	23	14	5	3	2	2
53	General merchandise group stores -----	59	18	13	8	8	4	3
531	Department stores <sup>4</sup> -----	15	6	5	5	4	3	2
533	Variety stores -----	14	2	2	1	1	-	-
539	Miscellaneous general merchandise stores -----	30	8	6	2	3	1	1
54	Food stores <sup>5</sup> -----	209	48	38	2	8	2	-
541	Grocery stores -----	121	26	23	1	3	1	-
55 ex. 554	Automotive dealers -----	177	38	36	5	7	10	4
554	Gasoline service stations -----	211	48	44	7	4	6	5
58	Apparel and accessory stores -----	140	45	42	36	24	2	-
561	Men's and boys' clothing and furnishings stores --	28	10	6	10	3	-	-
562, 3, 8	Women's clothing and specialty stores and furriers -----	50	18	14	13	9	1	-
562	Women's ready-to-wear stores -----	43	17	12	12	8	1	-
565	Family clothing stores -----	14	2	5	1	2	-	-
566	Shoe stores -----	33	12	12	9	8	1	-
564, 9	Other apparel and accessory stores -----	15	3	5	3	2	-	-
57	Furniture, home furnishings, and equipment stores -----	182	56	42	31	17	4	1
5712	Furniture stores -----	51	19	9	13	6	-	-
5713, 4, 9	Home furnishings stores -----	39	12	8	3	1	1	-
572, 3	Household appliance, radio, television, and music stores -----	92	25	25	15	10	3	1
58	Eating and drinking places -----	715	128	141	34	38	10	13
5812	Eating places -----	315	60	63	17	16	10	12
5813	Drinking places (alcoholic beverages) -----	400	68	78	17	20	-	1
591	Drug and proprietary stores -----	53	11	12	4	7	2	-
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	517	123	132	44	45	7	3
592	Liquor stores -----	51	13	11	3	1	-	1
594	Miscellaneous shopping goods stores -----	204	57	52	31	32	3	2
5992	Florists -----	29	4	8	1	1	-	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Appleton CBD</b>					
	Retail stores <sup>2</sup> -----	176	92 223	14 035	3 241	2 341
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	1 682	272	38	15
525	Hardware stores -----	5	-	-	-	-
52 ex. 525	Other -----	5	1 682	272	38	15
53	General merchandise group stores -----	8	37 795	6 070	1 391	1 112
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	2	(D)	(D)	(D)	(D)
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	5	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	7	2 632	442	114	92
56	Apparel and accessory stores -----	36	7 974	1 529	348	224
561	Men's and boys' clothing and furnishings stores -----	10	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	2 593	623	132	89
562	Women's ready-to-wear stores -----	12	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	9	1 532	224	59	45
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	31	12 847	2 020	435	208
5712	Furniture stores -----	13	6 191	1 010	212	104
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	15	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	34	3 533	872	250	330
5812	Eating places -----	17	2 316	668	188	247
5813	Drinking places (alcoholic beverages) -----	17	1 217	204	62	83
591	Drug and proprietary stores -----	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	44	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	31	5 120	849	183	130
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Oshkosh CBD</b>					
	Retail stores <sup>2</sup> -----	159	66 566	9 608	1 611	1 813
52	Building materials, hardware, garden supply, and mobile home dealers-----	5	1 764	251	58	39
525	Hardware stores-----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other-----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	8	20 665	2 962	609	561
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	6	6 036	596	51	62
541	Grocery stores-----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers-----	7	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	4	1 244	104	27	21
56	Apparel and accessory stores-----	24	6 786	1 073	169	190
561	Men's and boys' clothing and furnishings stores-----	3	992	195	25	25
562, 3, 8	Women's clothing and specialty stores and furriers-----	9	2 582	400	95	88
562	Women's ready-to-wear stores-----	8	(D)	(D)	(D)	(D)
565	Family clothing stores-----	2	(D)	(D)	(D)	(D)
566	Shoe stores-----	8	1 680	250	39	39
564, 9	Other apparel and accessory stores-----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	17	4 572	659	166	80
5712	Furniture stores-----	6	2 383	389	103	34
5713, 4, 9	Home furnishings stores-----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	10	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	36	6 947	1 746	395	490
5812	Eating places-----	16	4 991	1 360	296	372
5813	Drinking places (alcoholic beverages)-----	20	1 956	386	98	118
591	Drug and proprietary stores-----	7	4 539	634	174	108
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	45	(D)	(D)	(D)	(D)
592	Liquor stores-----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	32	4 582	597	167	146
5992	Florists-----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Appleton</b>					
	Retail stores <sup>2</sup> .....	534	232 544	30 733	7 108	4 876
52	Building materials, hardware, garden supply, and mobile home dealers .....	25	11 608	1 567	334	153
525	Hardware stores .....	2	(D)	(D)	(D)	(D)
52 ex. 525	Other .....	23	(D)	(D)	(D)	(D)
53	General merchandise group stores .....	18	(D)	7 447	1 707	1 299
531	Department stores <sup>3</sup> .....	8	45 588	6 760	1 557	1 208
533	Variety stores .....	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores .....	8	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> .....	48	48 790	5 469	1 295	652
541	Grocery stores .....	26	(D)	4 843	1 156	513
55 ex. 554	Automotive dealers .....	38	32 138	2 922	645	265
554	Gasoline service stations .....	48	15 368	1 268	334	242
58	Apparel and accessory stores .....	45	9 783	1 828	393	290
561	Men's and boys' clothing and furnishings stores .....	10	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers .....	18	2 941	(D)	(D)	(D)
562	Women's ready-to-wear stores .....	17	(D)	(D)	(D)	(D)
565	Family clothing stores .....	2	(D)	(D)	(D)	(D)
566	Shoe stores .....	12	(D)	287	72	60
564, 9	Other apparel and accessory stores .....	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores .....	56	18 434	2 619	580	284
5712	Furniture stores .....	19	(D)	1 116	242	120
5713, 4, 9	Home furnishings stores .....	12	1 750	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores .....	25	(D)	(D)	(D)	(D)
58	Eating and drinking places .....	128	15 054	3 723	918	1 119
5812	Eating places .....	60	10 457	2 835	700	846
5813	Drinking places (alcoholic beverages) .....	68	4 597	888	218	273
591	Drug and proprietary stores .....	11	6 678	946	227	138
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> .....	123	(D)	2 944	675	434
592	Liquor stores .....	13	(D)	324	78	66
594	Miscellaneous shopping goods stores .....	57	8 085	1 239	273	193
5992	Florists .....	4	(D)	(D)	(D)	(D)

See footnotes at end of table.



Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Oshkosh</b>					
	Retail stores <sup>2</sup> -----	519	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers-----	19	7 460	865	210	120
525	Hardware stores-----	5	1 989	(D)	(D)	(D)
52 ex. 525	Other-----	14	5 471	(D)	(D)	(D)
53	General merchandise group stores-----	13	36 213	4 266	939	725
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	6	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	38	39 959	4 050	990	581
541	Grocery stores-----	23	(D)	3 650	903	492
55 ex. 554	Automotive dealers-----	36	33 667	2 654	625	271
554	Gasoline service stations-----	44	18 277	1 091	282	234
56	Apparel and accessory stores-----	42	(D)	1 506	349	259
561	Men's and boys' clothing and furnishings stores-----	6	(D)	396	117	47
562, 3, 8	Women's clothing and specialty stores and furriers-----	14	3 101	481	115	110
562	Women's ready-to-wear stores-----	12	(D)	(D)	(D)	(D)
565	Family clothing stores-----	5	(D)	(D)	(D)	(D)
566	Shoe stores-----	12	2 111	331	66	53
564, 9	Other apparel and accessory stores-----	5	694	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	42	8 931	1 287	336	147
5712	Furniture stores-----	9	3 268	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores-----	8	1 191	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	25	4 472	594	137	83
58	Eating and drinking places-----	141	22 307	5 369	1 285	1 735
5812	Eating places-----	63	(D)	4 507	1 061	1 475
5813	Drinking places (alcoholic beverages)-----	78	(D)	862	224	260
591	Drug and proprietary stores-----	12	7 471	1 083	278	190
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	132	(D)	(D)	(D)	(D)
592	Liquor stores-----	11	(D)	186	49	41
594	Miscellaneous shopping goods stores-----	52	5 388	650	176	164
5992	Florists-----	8	974	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Appleton-Oshkosh, Wis., SMSA</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>2 393</b>	<b>893 289</b>	<b>105 083</b>	<b>24 497</b>	<b>18 427</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers-----</b>	<b>130</b>	<b>56 918</b>	<b>6 664</b>	<b>1 593</b>	<b>708</b>
525	Hardware stores-----	46	9 805	1 247	294	211
52 ex. 525	Other-----	84	47 113	5 417	1 299	497
53	<b>General merchandise group stores-----</b>	<b>59</b>	<b>126 005</b>	<b>15 817</b>	<b>3 464</b>	<b>2 756</b>
531	Department stores <sup>3</sup> -----	15	108 935	13 730	3 060	2 468
533	Variety stores-----	14	(D)	657	163	147
539	Miscellaneous general merchandise stores-----	30	(D)	1 430	241	141
54	<b>Food stores<sup>4</sup>-----</b>	<b>209</b>	<b>185 078</b>	<b>18 661</b>	<b>4 483</b>	<b>2 550</b>
541	Grocery stores-----	121	173 897	16 643	4 030	2 105
55 ex. 554	<b>Automotive dealers-----</b>	<b>177</b>	<b>202 490</b>	<b>17 634</b>	<b>3 898</b>	<b>1 578</b>
554	<b>Gasoline service stations-----</b>	<b>211</b>	<b>74 112</b>	<b>5 027</b>	<b>1 285</b>	<b>976</b>
56	<b>Apparel and accessory stores-----</b>	<b>140</b>	<b>(D)</b>	<b>4 235</b>	<b>975</b>	<b>747</b>
561	Men's and boys' clothing and furnishings stores-----	28	6 009	1 079	288	135
562, 3, 8	Women's clothing and specialty stores and furriers-----	50	7 836	1 404	328	277
562	Women's ready-to-wear stores-----	43	6 573	1 216	277	246
565	Family clothing stores-----	14	(D)	804	154	157
566	Shoe stores-----	33	(D)	730	163	135
564, 9	Other apparel and accessory stores-----	15	(D)	218	42	43
57	<b>Furniture, home furnishings, and equipment stores-----</b>	<b>182</b>	<b>43 618</b>	<b>6 248</b>	<b>1 438</b>	<b>687</b>
5712	Furniture stores-----	51	14 982	2 486	561	258
5713, 4, 9	Home furnishings stores-----	39	5 720	649	178	68
572, 3	Household appliance, radio, television, and music stores-----	92	22 916	3 113	699	361
58	<b>Eating and drinking places-----</b>	<b>715</b>	<b>91 638</b>	<b>20 591</b>	<b>4 896</b>	<b>6 663</b>
5812	Eating places-----	315	67 393	17 324	4 073	5 592
5813	Drinking places (alcoholic beverages)-----	400	24 245	3 267	823	1 071
591	<b>Drug and proprietary stores-----</b>	<b>53</b>	<b>(D)</b>	<b>3 445</b>	<b>838</b>	<b>577</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>517</b>	<b>(D)</b>	<b>6 761</b>	<b>1 627</b>	<b>1 185</b>
592	Liquor stores-----	51	14 851	977	225	198
594	Miscellaneous shopping goods stores-----	204	21 738	2 713	644	543
5992	Florists-----	29	3 048	692	172	132

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Appleton</b>					
	Retail stores <sup>2</sup> -----	176	70 826	10 651	2 324	2 327
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	1 944	383	84	61
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	6	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	9	27 077	4 627	1 075	1 091
531	Department stores <sup>3</sup> -----	5	26 260	4 474	1 038	1 051
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores -----	3	228	56	11	14
55 ex. 554	Automotive dealers -----	5	13 193	1 187	116	57
554	Gasoline service stations -----	10	1 664	269	63	84
56	Apparel and accessory stores -----	34	5 346	960	225	225
561	Men's and boys' clothing and furnishings stores -----	9	1 746	252	53	45
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	2 317	486	121	133
562	Women's ready-to-wear stores -----	11	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	10	1 115	208	49	40
564, 9	Other apparel and accessory stores -----	3	168	14	2	7
57	Furniture, home furnishings, and equipment stores -----	27	7 176	1 029	237	154
5712	Furniture stores -----	11	3 237	465	113	70
5713, 4, 9	Home furnishings stores -----	4	511	61	14	12
572, 3	Household appliance, radio, television, and music stores -----	12	3 428	503	110	72
58	Eating and drinking places -----	35	3 179	834	200	309
5812	Eating places -----	18	2 148	662	158	248
5813	Drinking places (alcoholic beverages) -----	17	1 031	172	42	61
591	Drug and proprietary stores -----	5	2 209	340	85	75
59 ex. 591, 8	Miscellaneous retail stores <sup>4</sup> -----	40	8 810	966	228	257
592	Liquor stores -----	4	3 218	159	36	69
594	Miscellaneous shopping goods stores -----	24	3 915	516	118	132
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Oshkosh</b>					
	Retail stores <sup>2</sup> -----	157	46 547	7 051	1 702	1 740
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	12 666	2 045	480	515
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores -----	7	6 674	605	155	108
55 ex. 554	Automotive dealers -----	6	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	10	1 443	180	51	59
56	Apparel and accessory stores -----	32	5 299	877	201	244
561	Men's and boys' clothing and furnishings stores -----	7	1 396	272	59	56
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	2 222	332	77	100
562	Women's ready-to-wear stores -----	10	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	901	160	40	48
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15	3 664	601	153	105
5712	Furniture stores -----	5	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	2 091	310	77	69
58	Eating and drinking places -----	36	3 829	966	225	348
5812	Eating places -----	18	2 536	742	175	265
5813	Drinking places (alcoholic beverages) -----	18	1 293	224	50	83
591	Drug and proprietary stores -----	8	2 765	511	125	117
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	33	3 188	419	98	112
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	23	2 247	326	73	97
5992	Florists -----	-	-	-	-	-

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Appleton</b>			
	Retail stores <sup>2</sup> -----	30.2	55.5	67.3
52	Building materials, hardware, garden supply, and mobile home dealers -----	-13.5	79.7	61.0
525	Hardware stores -----	(D)	50.7	53.0
52 ex. 525	Other -----	(D)	83.8	62.8
53	General merchandise group stores -----	39.6	(D)	46.5
531	Department stores <sup>3</sup> -----	(D)	38.2	45.3
533	Variety stores -----	36.7	27.2	-13.0
539	Miscellaneous general merchandise stores -----	(NC)	(NC)	(NC)
54	Food stores <sup>4</sup> -----	(D)	84.2	57.9
541	Grocery stores -----	(NA)	(D)	58.2
55 ex. 554	Automotive dealers -----	(D)	37.4	93.9
554	Gasoline service stations -----	58.2	61.5	93.4
56	Apparel and accessory stores -----	49.2	59.2	(D)
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	14.7
582, 3, 8	Women's clothing and specialty stores and furriers -----	11.9	17.4	27.7
562	Women's ready-to-wear stores -----	-7.1	-0.1	11.5
565	Family clothing stores -----	(D)	(NC)	(D)
566	Shoe stores -----	37.4	49.1	(D)
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	79.0	36.9	87.8
5712	Furniture stores -----	91.3	(D)	74.0
5713, 4, 9	Home furnishings stores -----	(D)	-32.4	5.6
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	91.4
58	Eating and drinking places -----	11.1	28.7	84.4
5812	Eating places -----	7.8	21.8	80.6
5813	Drinking places (alcoholic beverages) -----	18.0	47.9	31.5
591	Drug and proprietary stores -----	(D)	22.6	48.3
59 ex. 591, 8	Miscellaneous retail stores <sup>5</sup> -----	(D)	(D)	75.5
592	Liquor stores -----	(D)	(D)	27.2
594	Miscellaneous shopping goods stores -----	30.8	41.8	70.3
5992	Florists -----	43.5	(NC)	55.3

See footnotes at end of table.

Table 6. **Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Oshkosh</b>			
	Retail stores <sup>2</sup> -----	43.0	(D)	67.3
52	Building materials, hardware, garden supply, and mobile home dealers-----	(D)	64.3	61.0
525	Hardware stores-----	67.3	(D)	53.0
52 ex. 525	Other-----	6.0	81.2	62.8
53	General merchandise group stores-----	63.2	65.4	46.5
531	Department stores <sup>3</sup> -----	47.7	(D)	45.3
533	Variety stores-----	5.5	3.3	-13.0
539	Miscellaneous general merchandise stores-----	(NC)	(NC)	(NC)
54	Food stores <sup>4</sup> -----	-9.6	42.4	57.9
541	Grocery stores-----	(NA)	(D)	58.2
55 ex. 554	Automotive dealers-----	39.3	68.9	93.9
554	Gasoline service stations-----	-13.8	91.1	93.4
56	Apparel and accessory stores-----	28.1	(D)	(D)
561	Men's and boys' clothing and furnishings stores-----	-28.9	-9.6	14.7
562, 3, 8	Women's clothing and specialty stores and furriers-----	16.2	29.6	27.7
562	Women's ready-to-wear stores-----	-8.5	4.3	11.5
565	Family clothing stores-----	80.5	90.0	(D)
566	Shoe stores-----	86.5	(D)	(D)
564, 9	Other apparel and accessory stores-----	(NC)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	24.8	30.1	67.8
5712	Furniture stores-----	(D)	(D)	74.0
5713, 4, 9	Home furnishings stores-----	38.2	(D)	5.6
572, 3	Household appliance, radio, television, and music stores-----	(D)	(D)	91.4
58	Eating and drinking places-----	81.4	36.8	64.4
5812	Eating places-----	96.8	(D)	80.6
5813	Drinking places (alcoholic beverages)-----	51.3	(D)	31.5
591	Drug and proprietary stores-----	64.2	39.7	46.3
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	(D)	75.5
592	Liquor stores-----	-95.0	(D)	27.2
594	Miscellaneous shopping goods stores-----	103.9	88.6	70.3
5992	Florists-----	(D)	(D)	55.3

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Appleton</b>					
	Retail stores <sup>1</sup> -----	39.7	10.3	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers-----	14.5	3.0	1.8	5.0	6.4
525	Hardware stores-----	(D)	—	—	(D)	1.1
52 ex. 525	Other-----	(D)	3.6	1.8	(D)	5.3
53	General merchandise group stores-----	(D)	30.0	41.0	(D)	14.1
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	19.6	12.2
533	Variety stores-----	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	13.8	4.5	(D)	(D)	(D)
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	21.0	20.7
541	Grocery stores-----	(D)	(D)	(D)	(D)	19.5
55 ex. 554	Automotive dealers-----	(D)	(D)	(D)	13.8	22.7
554	Gasoline service stations-----	17.1	3.6	2.9	6.6	8.3
56	Apparel and accessory stores-----	81.5	(D)	8.6	4.2	(D)
561	Men's and boys' clothing and furnishings stores-----	100.0	(D)	(D)	(D)	0.7
562, 3, 8	Women's clothing and specialty stores and furriers-----	88.2	33.1	2.8	1.3	0.9
562	Women's ready-to-wear stores-----	86.0	(D)	(D)	(D)	0.7
565	Family clothing stores-----	(D)	(D)	(D)	(D)	(D)
566	Shoe stores-----	(D)	(D)	1.7	(D)	(D)
564, 9	Other apparel and accessory stores-----	93.8	33.7	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	78.2	29.5	13.9	7.1	4.9
5712	Furniture stores-----	(D)	41.3	6.7	(D)	1.7
5713, 4, 9	Home furnishings stores-----	(D)	(D)	(D)	0.8	0.6
572, 3	Household appliance, radio, television, and music stores-----	71.9	(D)	(D)	(D)	2.6
58	Eating and drinking places-----	23.5	3.9	3.8	6.5	10.3
5812	Eating places-----	22.1	3.4	2.5	4.5	7.5
5813	Drinking places (alcoholic beverages)-----	26.5	5.0	1.3	2.0	2.7
591	Drug and proprietary stores-----	(D)	7.7	(D)	2.9	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	38.5	15.8	(D)	(D)	(D)
592	Liquor stores-----	61.4	(D)	(D)	(D)	1.7
594	Miscellaneous shopping goods stores-----	63.3	23.6	5.6	3.5	2.4
5992	Florists-----	(D)	(D)	(D)	(D)	0.3

See footnotes at end of table.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Oshkosh</b>					
	Retail stores <sup>1</sup> -----	(D)	7.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	23.8	3.1	2.7	(D)	8.4
525	Hardware stores -----	(D)	(D)	(D)	(D)	1.1
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	5.3
53	General merchandise group stores -----	57.1	18.4	31.0	(D)	14.1
531	Department stores <sup>2</sup> -----	58.4	(D)	(D)	16.0	12.2
533	Variety stores -----	(D)	(D)	(D)	0.2	(D)
539	Miscellaneous general merchandise stores -----	47.5	16.7	(D)	2.3	(D)
54	Food stores <sup>3</sup> -----	15.1	3.3	9.1	(D)	20.7
541	Grocery stores -----	15.1	(D)	(D)	19.5	19.5
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	(D)	22.7
554	Gasoline service stations -----	8.8	1.7	1.9	(D)	8.3
58	Apparel and accessory stores -----	(D)	(D)	10.2	4.7	(D)
561	Men's and boys' clothing and furnishings stores -----	(D)	16.5	1.5	1.0	0.7
562, 3, 8	Women's clothing and specialty stores and furriers -----	83.3	33.0	3.9	(D)	0.9
562	Women's ready-to-wear stores -----	81.6	(D)	(D)	1.2	0.7
565	Family clothing stores -----	83.9	20.7	(D)	0.7	(D)
566	Shoe stores -----	79.6	(D)	2.5	(D)	(D)
564, 9	Other apparel and accessory stores -----	(D)	24.4	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	51.2	10.5	6.9	(D)	4.9
5712	Furniture stores -----	72.9	15.9	3.6	(D)	1.7
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	(D)	0.6
572, 3	Household appliances, radio, television, and music stores -----	(D)	(D)	(D)	(D)	2.6
58	Eating and drinking places -----	31.1	7.8	10.4	(D)	10.3
5812	Eating places -----	(D)	7.4	7.5	8.7	7.5
5813	Drinking places (alcoholic beverages) -----	(D)	8.1	2.9	2.7	2.7
591	Drug and proprietary stores -----	60.8	(D)	6.8	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	46.2	9.4	(D)	8.8	(D)
592	Liquor stores -----	(D)	(D)	(D)	1.3	1.7
594	Miscellaneous shopping goods stores -----	85.0	21.1	6.9	(D)	2.4
5992	Florists -----	(D)	(D)	(D)	(D)	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

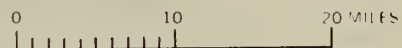
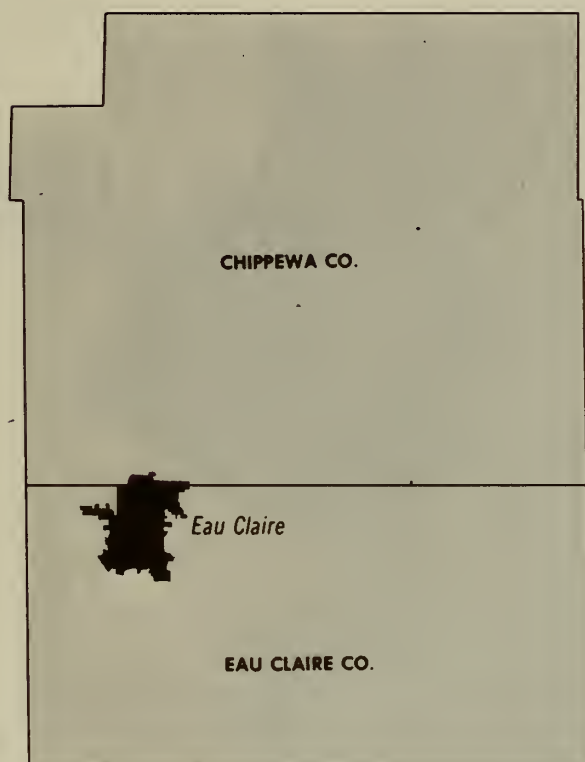
<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



# EAU CLAIRE

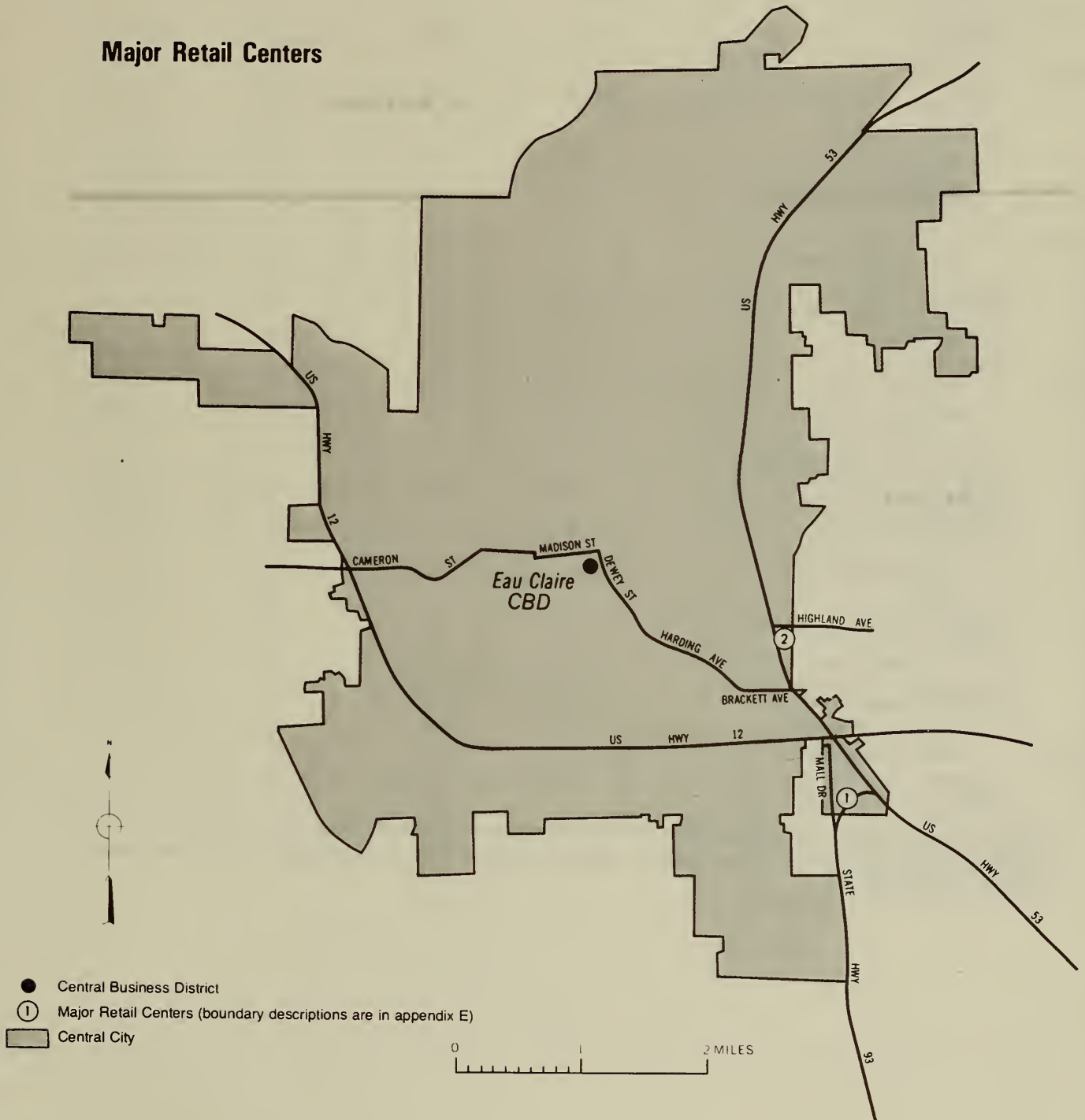
## Standard Metropolitan Statistical Area



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# EAU CLAIRE

## Major Retail Centers



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	1 157	540	88	92	63
	Sales (\$1,000) -----	415 808	(D)	27 320	69 622	55 974
	Payroll entire year (\$1,000) -----	46 300	32 412	3 756	7 844	7 774
	Paid employees for week including March 12 ---	8 501	6 127	662	1 292	1 483
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	465	194	28	20	23
	Sales (\$1,000) -----	124 985	(D)	3 801	20 662	11 602
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	267	158	39	51	15
	Sales (\$1,000) -----	106 329	89 934	12 433	36 965	32 484
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	425	188	21	21	25
	Sales (\$1,000) -----	184 494	(D)	11 086	11 995	11 888
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 157</b>	<b>540</b>	<b>88</b>	<b>92</b>	<b>63</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>59</b>	<b>20</b>	<b>2</b>	<b>1</b>	<b>2</b>
525	Hardware stores -----	14	3	-	-	1
52 ex. 525	Other -----	45	17	2	1	1
53	<b>General merchandise group stores -----</b>	<b>36</b>	<b>12</b>	<b>4</b>	<b>4</b>	<b>2</b>
531	Department stores <sup>4</sup> -----	6	6	2	3	1
533	Variety stores -----	12	3	1	1	-
539	Miscellaneous general merchandise stores -----	18	3	1	-	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>117</b>	<b>58</b>	<b>2</b>	<b>10</b>	<b>3</b>
541	Grocery stores -----	83	37	1	5	2
55 ex. 554	<b>Automotive dealers -----</b>	<b>96</b>	<b>36</b>	<b>4</b>	<b>4</b>	<b>9</b>
554	<b>Gasoline service stations -----</b>	<b>126</b>	<b>61</b>	<b>7</b>	<b>4</b>	<b>11</b>
56	<b>Apparel and accessory stores -----</b>	<b>50</b>	<b>36</b>	<b>9</b>	<b>17</b>	<b>3</b>
561	Men's and boys' clothing and furnishings stores --	8	7	1	4	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	18	16	4	8	-
562	Women's ready-to-wear stores -----	16	16	4	8	-
565	Family clothing stores -----	8	2	-	1	-
566	Shoe stores -----	14	9	3	3	1
564, 9	Other apparel and accessory stores -----	2	2	1	1	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>83</b>	<b>48</b>	<b>13</b>	<b>16</b>	<b>5</b>
5712	Furniture stores -----	16	11	3	5	-
5713, 4, 9	Home furnishings stores -----	24	14	5	2	3
572, 3	Household appliance, radio, television, and music stores -----	43	23	5	9	2
58	<b>Eating and drinking places -----</b>	<b>327</b>	<b>125</b>	<b>23</b>	<b>9</b>	<b>19</b>
5812	Eating places -----	133	72	8	7	15
5813	Drinking places (alcoholic beverages) -----	194	53	15	2	4
591	<b>Drug and proprietary stores -----</b>	<b>21</b>	<b>11</b>	<b>3</b>	<b>1</b>	<b>1</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>242</b>	<b>133</b>	<b>21</b>	<b>26</b>	<b>8</b>
592	Liquor stores -----	20	12	1	-	1
594	Miscellaneous shopping goods stores -----	98	62	13	14	5
5992	Florists -----	11	7	1	3	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because  
there were no major retail centers  
or central business districts with 100  
retail establishments or more in 1977

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**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Eau Claire</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>540</b>	<b>(D)</b>	<b>32 412</b>	<b>7 656</b>	<b>6 127</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>20</b>	<b>31 660</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	17	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>12</b>	<b>(D)</b>	<b>7 321</b>	<b>1 673</b>	<b>1 270</b>
531	Department stores <sup>3</sup> -----	6	37 692	4 311	961	791
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>58</b>	<b>43 431</b>	<b>4 029</b>	<b>903</b>	<b>607</b>
541	Grocery stores -----	37	(D)	3 683	830	518
55 ex. 554	<b>Automotive dealers -----</b>	<b>36</b>	<b>36 807</b>	<b>3 136</b>	<b>699</b>	<b>294</b>
554	<b>Gasoline service stations -----</b>	<b>61</b>	<b>20 350</b>	<b>1 330</b>	<b>352</b>	<b>258</b>
56	<b>Apparel and accessory stores -----</b>	<b>36</b>	<b>(D)</b>	<b>1 235</b>	<b>288</b>	<b>215</b>
561	Men's and boys' clothing and furnishings stores -----	7	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	16	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	9	(D)	263	57	46
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>48</b>	<b>12 875</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5712	Furniture stores -----	11	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	14	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	23	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>125</b>	<b>28 757</b>	<b>7 471</b>	<b>1 800</b>	<b>2 509</b>
5812	Eating places -----	72	(D)	6 016	1 443	2 034
5813	Drinking places (alcoholic beverages) -----	53	(D)	1 455	357	475
591	<b>Drug and proprietary stores -----</b>	<b>11</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>133</b>	<b>(D)</b>	<b>2 368</b>	<b>630</b>	<b>375</b>
592	Liquor stores -----	12	1 651	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	62	7 847	(D)	(D)	(D)
5992	Florists -----	7	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Eau Claire, Wis., SMSA</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 157</b>	<b>415 808</b>	<b>46 300</b>	<b>10 946</b>	<b>8 501</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>59</b>	<b>46 343</b>	<b>4 242</b>	<b>959</b>	<b>400</b>
525	Hardware stores -----	14	2 805	(D)	(D)	(D)
52 ex. 525	Other -----	45	43 538	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>36</b>	<b>66 003</b>	<b>8 138</b>	<b>1 895</b>	<b>1 451</b>
531	Department stores <sup>3</sup> -----	6	37 692	4 311	961	791
533	Variety stores -----	12	(D)	832	186	183
539	Miscellaneous general merchandise stores -----	18	(D)	2 995	748	477
54	<b>Food stores<sup>4</sup> -----</b>	<b>117</b>	<b>71 529</b>	<b>6 102</b>	<b>1 403</b>	<b>970</b>
541	Grocery stores -----	83	68 422	5 628	1 299	854
55 ex. 554	<b>Automotive dealers -----</b>	<b>96</b>	<b>84 719</b>	<b>6 658</b>	<b>1 500</b>	<b>660</b>
554	<b>Gasoline service stations -----</b>	<b>126</b>	<b>37 414</b>	<b>2 560</b>	<b>666</b>	<b>461</b>
58	<b>Apparel and accessory stores -----</b>	<b>50</b>	<b>12 821</b>	<b>1 552</b>	<b>364</b>	<b>279</b>
561	Men's and boys' clothing and furnishings stores -----	8	2 870	542	128	62
562, 3, 8	Women's clothing and specialty stores and furriers -----	18	(D)	396	97	98
562	Women's ready-to-wear stores -----	16	3 768	396	97	98
565	Family clothing stores -----	8	(D)	289	65	56
566	Shoe stores -----	14	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>83</b>	<b>17 176</b>	<b>2 412</b>	<b>563</b>	<b>279</b>
5712	Furniture stores -----	16	(D)	1 084	261	103
5713, 4, 9	Home furnishings stores -----	24	(D)	260	54	40
572, 3	Household appliance, radio, television, and music stores -----	43	8 258	1 068	248	136
58	<b>Eating and drinking places -----</b>	<b>327</b>	<b>43 387</b>	<b>9 990</b>	<b>2 400</b>	<b>3 291</b>
5812	Eating places -----	133	29 172	7 641	1 800	2 545
5813	Drinking places (alcoholic beverages) -----	194	14 215	2 349	600	746
591	<b>Drug and proprietary stores -----</b>	<b>21</b>	<b>10 069</b>	<b>1 644</b>	<b>413</b>	<b>246</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>242</b>	<b>26 347</b>	<b>3 002</b>	<b>783</b>	<b>464</b>
592	Liquor stores -----	20	2 217	158	52	35
594	Miscellaneous shopping goods stores -----	98	10 329	1 328	362	209
5992	Florists -----	11	(D)	381	65	75

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Eau Claire SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Eau Claire SMSA in 1977

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**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Eau Claire SMSA in 1977

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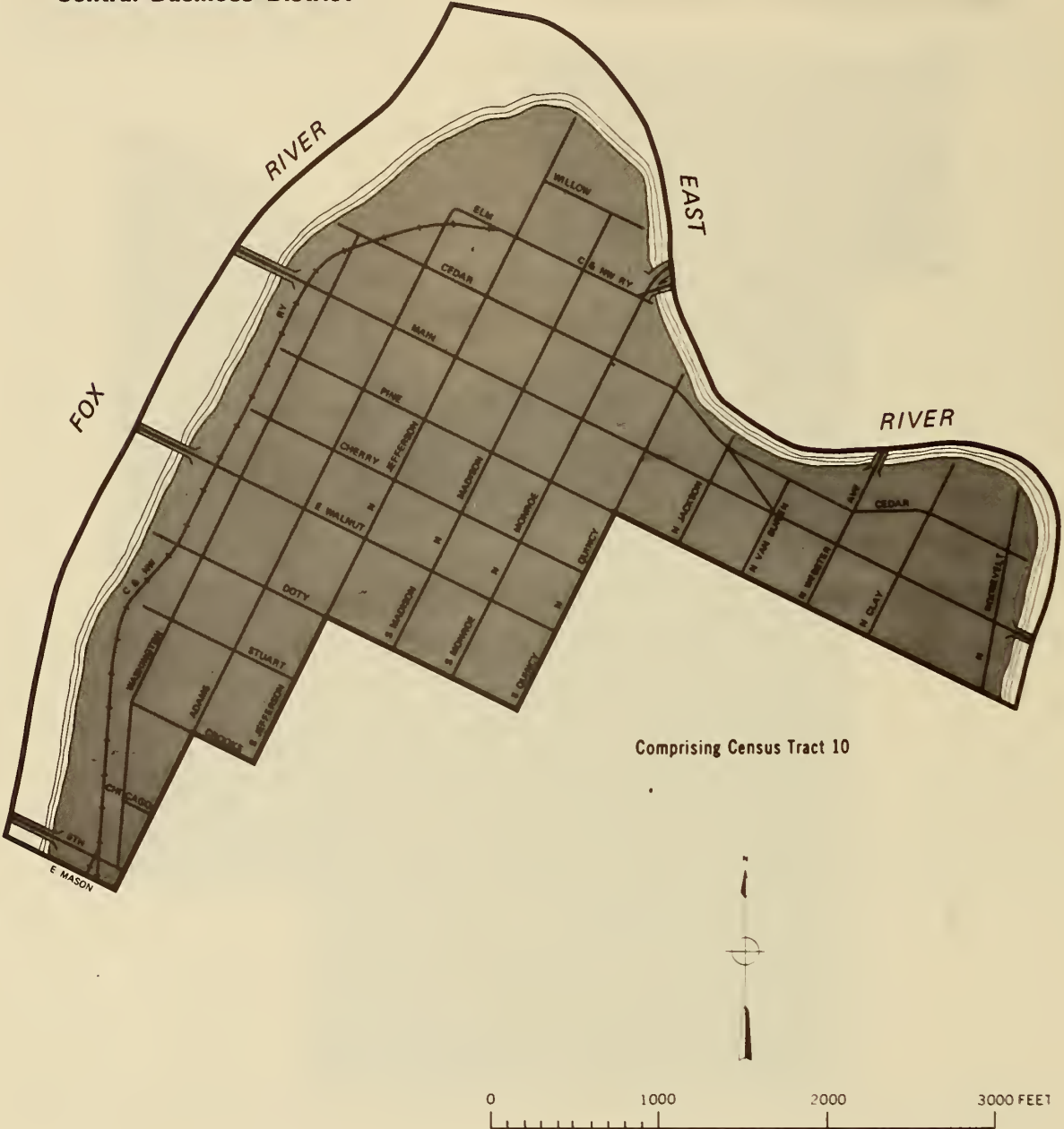
# GREEN BAY

## Standard Metropolitan Statistical Area



# GREEN BAY

## Central Business District



# GREEN BAY

## Central City



- Central Business District
- Central City

**Table 1. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district
	<b>Retail stores:<sup>1 2</sup></b>			
	Number -----	1 409	925	151
	Sales (\$1,000) -----	640 498	435 889	76 224
	Payroll entire year (\$1,000) -----	81 848	(D)	14 600
	Paid employees for week including March 12 ---	12 729	(D)	2 016
54, 58, 591	<b>Convenience goods stores:</b>			
	Number -----	594	366	55
	Sales (\$1,000) -----	(D)	(D)	8 578
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>			
	Number -----	371	271	67
	Sales (\$1,000) -----	200 055	156 598	41 653
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>			
	Number -----	444	288	29
	Sales (\$1,000) -----	(D)	(D)	25 993
	<b>Number of Establishments</b>			
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 409</b>	<b>925</b>	<b>151</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>65</b>	<b>41</b>	<b>3</b>
525	Hardware stores -----	22	13	1
52 ex. 525	Other -----	43	28	2
53	<b>General merchandise group stores -----</b>	<b>37</b>	<b>23</b>	<b>4</b>
531	Department stores <sup>4</sup> -----	12	10	2
533	Variety stores -----	8	5	1
539	Miscellaneous general merchandise stores -----	17	8	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>145</b>	<b>94</b>	<b>7</b>
541	Grocery stores -----	79	48	3
55 ex. 554	<b>Automotive dealers -----</b>	<b>79</b>	<b>48</b>	<b>10</b>
554	<b>Gasoline service stations -----</b>	<b>122</b>	<b>75</b>	<b>3</b>
56	<b>Apparel and accessory stores -----</b>	<b>91</b>	<b>75</b>	<b>28</b>
561	Men's and boys' clothing and furnishings stores --	15	12	6
562, 3, 8	Women's clothing and specialty stores and furriers -----	42	36	11
562	Women's ready-to-wear stores -----	33	28	9
565	Family clothing stores -----	8	6	2
566	Shoe stores -----	24	20	8
564, 9	Other apparel and accessory stores -----	2	1	1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>122</b>	<b>82</b>	<b>17</b>
5712	Furniture stores -----	28	13	3
5713, 4, 9	Home furnishings stores -----	34	26	3
572, 3	Household appliance, radio, television, and music stores -----	60	43	11
58	<b>Eating and drinking places -----</b>	<b>420</b>	<b>249</b>	<b>44</b>
5812	Eating places -----	179	110	18
5813	Drinking places (alcoholic beverages) -----	241	139	26
591	<b>Drug and proprietary stores -----</b>	<b>29</b>	<b>23</b>	<b>4</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>299</b>	<b>215</b>	<b>31</b>
592	Liquor stores -----	45	31	3
594	Miscellaneous shopping goods stores -----	121	91	18
5992	Florists -----	12	7	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Green Bay CBD</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>151</b>	<b>78 224</b>	<b>14 800</b>	<b>3 102</b>	<b>2 018</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>7</b>	<b>2 018</b>	<b>171</b>	<b>34</b>	<b>35</b>
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>10</b>	<b>22 080</b>	<b>2 165</b>	<b>534</b>	<b>199</b>
554	<b>Gasoline service stations -----</b>	<b>3</b>	<b>1 934</b>	<b>88</b>	<b>23</b>	<b>28</b>
58	<b>Apparel and accessory stores -----</b>	<b>28</b>	<b>7 721</b>	<b>1 287</b>	<b>400</b>	<b>248</b>
561	Men's and boys' clothing and furnishings stores -----	6	2 475	516	176	52
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	2 173	354	93	96
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
588	Shoe stores -----	8	1 597	233	60	49
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>17</b>	<b>4 550</b>	<b>889</b>	<b>214</b>	<b>84</b>
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	11	2 182	360	91	42
58	<b>Eating and drinking places-----</b>	<b>44</b>	<b>4 548</b>	<b>1 189</b>	<b>288</b>	<b>327</b>
5812	Eating places -----	18	3 178	939	228	262
5813	Drinking places (alcoholic beverages) -----	26	1 368	230	58	65
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>2 016</b>	<b>514</b>	<b>129</b>	<b>85</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>31</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	18	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Green Bay</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>925</b>	<b>435 889</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
52	<b>Building materials, hardware, garden supply, and mobile     home dealers -----</b>	<b>41</b>	<b>25 234</b>	<b>3 226</b>	<b>674</b>	<b>333</b>
525	Hardware stores -----	13	4 590	(D)	(D)	(D)
52 ex. 525	Other -----	28	20 644	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>23</b>	<b>95 894</b>	<b>15 616</b>	<b>3 028</b>	<b>2 257</b>
531	Department stores <sup>3</sup> -----	10	(D)	(D)	(D)	(D)
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	8	1 805	205	48	34
54	<b>Food stores<sup>4</sup> -----</b>	<b>94</b>	<b>79 778</b>	<b>7 805</b>	<b>1 805</b>	<b>1 163</b>
541	Grocery stores -----	48	74 354	6 821	1 567	943
55 ex. 554	<b>Automotive dealers -----</b>	<b>48</b>	<b>79 765</b>	<b>7 842</b>	<b>1 999</b>	<b>639</b>
554	<b>Gasoline service stations -----</b>	<b>75</b>	<b>(D)</b>	<b>1 629</b>	<b>417</b>	<b>348</b>
56	<b>Apparel and accessory stores -----</b>	<b>75</b>	<b>18 548</b>	<b>2 965</b>	<b>714</b>	<b>485</b>
561	Men's and boys' clothing and furnishings stores -----	12	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	36	(D)	1 380	277	238
562	Women's ready-to-wear stores -----	28	7 649	1 160	239	209
565	Family clothing stores -----	6	(D)	225	72	51
566	Shoe stores -----	20	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>82</b>	<b>25 350</b>	<b>3 976</b>	<b>914</b>	<b>376</b>
5712	Furniture stores -----	13	(D)	1 678	411	132
5713, 4, 9	Home furnishings stores -----	26	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	43	11 516	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>249</b>	<b>37 593</b>	<b>9 218</b>	<b>2 040</b>	<b>2 431</b>
5812	Eating places -----	110	(D)	7 559	1 646	1 984
5813	Drinking places (alcoholic beverages) -----	139	(D)	1 659	394	447
591	<b>Drug and proprietary stores -----</b>	<b>23</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>215</b>	<b>33 372</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	31	9 814	672	154	120
594	Miscellaneous shopping goods stores -----	91	16 806	2 432	522	375
5992	Florists -----	7	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Green Bay, Wis., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 409</b>	<b>640 498</b>	<b>81 848</b>	<b>18 367</b>	<b>12 729</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>65</b>	<b>41 042</b>	<b>4 618</b>	<b>974</b>	<b>461</b>
525	Hardware stores -----	22	6 217	879	211	136
52 ex. 525	Other -----	43	34 825	3 739	763	325
53	<b>General merchandise group stores -----</b>	<b>37</b>	<b>123 182</b>	<b>18 967</b>	<b>3 802</b>	<b>2 678</b>
531	Department stores <sup>3</sup> -----	12	105 851	17 218	3 378	2 439
533	Variety stores -----	8	(D)	430	105	87
539	Miscellaneous general merchandise stores -----	17	(D)	1 319	319	152
54	<b>Food stores<sup>4</sup>-----</b>	<b>145</b>	<b>120 025</b>	<b>11 674</b>	<b>2 590</b>	<b>1 662</b>
541	Grocery stores -----	79	111 782	10 181	2 237	1 346
55 ex. 554	<b>Automotive dealers -----</b>	<b>79</b>	<b>136 546</b>	<b>12 867</b>	<b>3 255</b>	<b>1 025</b>
554	<b>Gasoline service stations -----</b>	<b>122</b>	<b>46 625</b>	<b>2 964</b>	<b>745</b>	<b>613</b>
56	<b>Apparel and accessory stores -----</b>	<b>91</b>	<b>21 539</b>	<b>3 417</b>	<b>830</b>	<b>581</b>
561	Men's and boys' clothing and furnishings stores -----	15	(D)	851	267	98
562, 3, 8	Women's clothing and specialty stores and furriers -----	42	9 715	1 524	318	273
562	Women's ready-to-wear stores -----	33	8 472	1 304	280	244
565	Family clothing stores -----	8	(D)	(D)	(D)	(D)
566	Shoe stores -----	24	(D)	599	121	116
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>122</b>	<b>36 273</b>	<b>6 102</b>	<b>1 394</b>	<b>577</b>
5712	Furniture stores -----	28	14 736	3 244	758	268
5713, 4, 9	Home furnishings stores -----	34	7 017	1 140	249	90
572, 3	Household appliance, radio, television, and music stores -----	60	14 520	1 718	387	219
58	<b>Eating and drinking places -----</b>	<b>420</b>	<b>59 244</b>	<b>13 959</b>	<b>3 175</b>	<b>4 058</b>
5812	Eating places -----	179	44 631	11 744	2 635	3 440
5813	Drinking places (alcoholic beverages) -----	241	14 613	2 215	540	618
591	<b>Drug and proprietary stores -----</b>	<b>29</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>299</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	45	13 681	847	196	145
594	Miscellaneous shopping goods stores -----	121	19 061	2 828	600	463
5992	Florists -----	12	620	54	13	11

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Green Bay</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>188</b>	<b>82 830</b>	<b>11 125</b>	<b>2 652</b>	<b>2 408</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores -----</b>	<b>8</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>11</b>	<b>16 517</b>	<b>1 884</b>	<b>397</b>	<b>210</b>
554	<b>Gasoline service stations -----</b>	<b>7</b>	<b>1 085</b>	<b>169</b>	<b>40</b>	<b>61</b>
56	<b>Apparel and accessory stores -----</b>	<b>34</b>	<b>8 480</b>	<b>1 453</b>	<b>368</b>	<b>339</b>
561	Men's and boys' clothing and furnishings stores -----	8	2 546	552	165	90
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	4 669	692	157	203
562	Women's ready-to-wear stores -----	11	4 280	619	140	180
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	943	146	33	30
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>16</b>	<b>4 853</b>	<b>773</b>	<b>181</b>	<b>116</b>
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	11	2 386	413	96	61
58	<b>Eating and drinking places -----</b>	<b>48</b>	<b>4 478</b>	<b>1 156</b>	<b>264</b>	<b>406</b>
5812	Eating places -----	20	2 927	921	207	327
5813	Drinking places (alcoholic beverages) -----	28	1 551	235	57	79
591	<b>Drug and proprietary stores -----</b>	<b>5</b>	<b>1 733</b>	<b>357</b>	<b>101</b>	<b>77</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>33</b>	<b>5 164</b>	<b>756</b>	<b>164</b>	<b>148</b>
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	24	4 472	661	140	124
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Green Bay</b>			
	Retail stores <sup>2</sup> -----	21.3	70.0	73.2
52	Building materials, hardware, garden supply, and mobile home dealers-----	68.7	140.1	102.2
525	Hardware stores-----	(D)	(NC)	83.4
52 ex. 525	Other-----	58.5	(D)	105.9
53	General merchandise group stores-----	42.9	(D)	56.5
531	Department stores <sup>3</sup> -----	42.0	(D)	56.2
533	Variety stores-----	-23.2	(D)	13.3
539	Miscellaneous general merchandise stores-----	(D)	(D)	72.2
54	Food stores <sup>4</sup> -----	(D)	71.7	67.3
541	Grocery stores-----	(NA)	71.2	68.4
55 ex. 554	Automotive dealers-----	33.7	91.8	86.8
554	Gasoline service stations-----	78.2	(D)	85.3
56	Apparel and accessory stores-----	-9.0	46.3	39.1
561	Men's and boys' clothing and furnishings stores-----	-2.8	28.8	25.2
562, 3, 8	Women's clothing and specialty stores and furriers-----	-53.5	38.9	30.3
562	Women's ready-to-wear stores-----	(D)	32.6	(D)
565	Family clothing stores-----	(NC)	90.7	61.3
566	Shoe stores-----	69.4	(D)	72.0
564, 9	Other apparel and accessory stores-----	(NC)	-28.2	-8.8
57	Furniture, home furnishings, and equipment stores-----	-6.2	54.2	83.9
5712	Furniture stores-----	45.7	(D)	88.4
5713, 4, 9	Home furnishings stores-----	-47.0	(D)	56.1
572, 3	Household appliance, radio, television, and music stores-----	-8.5	75.5	95.9
58	Eating and drinking places-----	1.5	64.5	85.9
5812	Eating places-----	8.6	(D)	101.8
5813	Drinking places (alcoholic beverages)-----	-11.8	(D)	49.8
591	Drug and proprietary stores-----	16.3	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	(D)	(D)
592	Liquor stores-----	18.1	43.7	61.7
594	Miscellaneous shopping goods stores-----	(D)	80.5	84.3
5992	Florists-----	25.0	(D)	55.4

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Green Bay</b>					
	Retail stores <sup>1</sup> -----	17.5	11.9	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	5.8	6.4
525	Hardware stores -----	(D)	(D)	(D)	1.1	1.0
52 ex. 525	Other -----	(D)	(D)	(D)	4.7	5.4
53	General merchandise group stores -----	(D)	(D)	(D)	22.0	19.2
531	Department stores <sup>2</sup> -----	25.9	(D)	(D)	(D)	16.5
533	Variety stores -----	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	0.4	(D)
54	Food stores <sup>3</sup> -----	2.5	1.7	2.6	18.3	18.7
541	Grocery stores -----	(D)	(D)	(D)	17.1	17.5
55 ex. 554	Automotive dealers -----	27.7	16.2	29.0	18.3	21.3
554	Gasoline service stations -----	(D)	4.1	2.5	(D)	7.3
56	Apparel and accessory stores -----	41.6	35.8	10.1	4.3	3.4
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	3.2	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	22.4	2.9	(D)	1.5
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	1.8	1.3
565	Family clothing stores -----	78.1	43.3	(D)	(D)	(D)
566	Shoe stores -----	(D)	(D)	2.1	(D)	(D)
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	17.9	12.5	6.0	5.8	5.7
5712	Furniture stores -----	20.7	(D)	(D)	(D)	2.3
5713, 4, 9	Home furnishings stores -----	12.1	(D)	(D)	(D)	1.1
572, 3	Household appliance, radio, television, and music stores -----	18.9	15.0	2.9	2.6	2.3
58	Eating and drinking places -----	12.1	7.7	6.0	8.6	9.2
5812	Eating places -----	(D)	7.1	4.2	(D)	7.0
5813	Drinking places (alcoholic beverages) -----	(D)	9.4	1.8	(D)	2.3
591	Drug and proprietary stores -----	(D)	(D)	2.6	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	13.5	(D)	7.7	(D)
592	Liquor stores -----	(D)	(D)	(D)	2.3	2.1
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	3.9	3.0
5992	Florists -----	(D)	(D)	(D)	(D)	0.1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# KENOSHA

## Standard Metropolitan Statistical Area

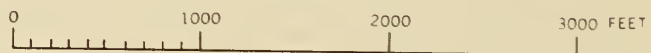


## KENOSHA

## Central Business District



Comprising Census Tract 10





## KENOSHA

## Central City



**Table 1. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district
	<b>Retail stores:<sup>1 2</sup></b>			
	Number -----	955	669	113
	Sales (\$1,000) -----	(D)	259 858	38 234
	Payroll entire year (\$1,000) -----	(D)	34 470	5 391
	Paid employees for week including March 12 ---	(D)	5 543	876
54, 58, 591	<b>Convenience goods stores:</b>			
	Number -----	450	298	39
	Sales (\$1,000) -----	(D)	(D)	(D)
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>			
	Number -----	198	157	43
	Sales (\$1,000) -----	(D)	(D)	16 616
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>			
	Number -----	307	214	31
	Sales (\$1,000) -----	(D)	(D)	(D)
	<b>Number of Establishments</b>			
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>955</b>	<b>669</b>	<b>113</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>44</b>	<b>27</b>	<b>3</b>
525	Hardware stores -----	14	9	1
52 ex. 525	Other -----	30	18	2
53	<b>General merchandise group stores -----</b>	<b>18</b>	<b>14</b>	<b>5</b>
531	Department stores <sup>4</sup> -----	6	6	2
533	Variety stores -----	6	4	2
539	Miscellaneous general merchandise stores -----	6	4	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>108</b>	<b>80</b>	<b>3</b>
541	Grocery stores -----	74	55	1
55 ex. 554	<b>Automotive dealers -----</b>	<b>68</b>	<b>46</b>	<b>8</b>
554	Gasoline service stations -----	98	68	6
56	<b>Apparel and accessory stores -----</b>	<b>33</b>	<b>29</b>	<b>10</b>
561	Men's and boys' clothing and furnishings stores --	5	5	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	10	4
562	Women's ready-to-wear stores -----	9	8	3
565	Family clothing stores -----	2	1	1
566	Shoe stores -----	10	8	2
564, 9	Other apparel and accessory stores -----	5	5	1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>70</b>	<b>55</b>	<b>12</b>
5712	Furniture stores -----	15	13	3
5713, 4, 9	Home furnishings stores -----	24	20	1
572, 3	Household appliance, radio, television, and music stores -----	31	22	8
58	<b>Eating and drinking places -----</b>	<b>324</b>	<b>203</b>	<b>33</b>
5812	Eating places -----	147	88	15
5813	Drinking places (alcoholic beverages) -----	177	115	18
591	<b>Drug and proprietary stores -----</b>	<b>18</b>	<b>15</b>	<b>3</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>174</b>	<b>132</b>	<b>30</b>
592	Liquor stores -----	10	6	-
594	Miscellaneous shopping goods stores -----	77	59	16
5992	Florists -----	13	12	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Kenosha CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>113</b>	<b>38 234</b>	<b>5 391</b>	<b>1 243</b>	<b>876</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>455</b>	<b>59</b>	<b>13</b>	<b>10</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>8</b>	<b>10 918</b>	<b>813</b>	<b>180</b>	<b>54</b>
554	<b>Gasoline service stations -----</b>	<b>6</b>	<b>2 529</b>	<b>229</b>	<b>60</b>	<b>41</b>
56	<b>Apparel and accessory stores -----</b>	<b>10</b>	<b>3 452</b>	<b>765</b>	<b>175</b>	<b>118</b>
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	4	1 153	245	55	47
562	Women's ready-to-wear stores -----	3	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>12</b>	<b>4 034</b>	<b>738</b>	<b>159</b>	<b>96</b>
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	2 577	441	103	62
58	<b>Eating and drinking places -----</b>	<b>33</b>	<b>3 345</b>	<b>774</b>	<b>197</b>	<b>210</b>
5812	Eating places -----	15	2 502	668	171	186
5813	Drinking places (alcoholic beverages) -----	18	843	106	26	24
591	<b>Drug and proprietary stores -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>30</b>	<b>4 448</b>	<b>782</b>	<b>160</b>	<b>132</b>
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	16	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Kenosha</b>					
	Retail stores <sup>2</sup> -----	669	259 858	34 470	8 192	5 543
52	Building materials, hardware, garden supply, and mobile home dealers -----	27	7 625	1 099	322	111
525	Hardware stores -----	9	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	18	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	14	(D)	7 061	1 570	999
531	Department stores <sup>3</sup> -----	6	41 845	6 213	1 395	877
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	80	62 360	7 008	1 770	796
541	Grocery stores -----	55	58 028	6 324	1 603	662
55 ex. 554	Automotive dealers -----	46	45 690	3 625	815	275
554	Gasoline service stations -----	68	(D)	1 718	437	333
56	Apparel and accessory stores -----	29	7 633	1 374	330	247
561	Men's and boys' clothing and furnishings stores -----	5	1 722	323	85	57
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	8	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	1 168	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	55	12 294	2 142	480	261
5712	Furniture stores -----	13	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	20	1 162	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	22	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	203	28 118	6 645	1 595	1 897
5812	Eating places -----	88	20 144	5 359	1 268	1 605
5813	Drinking places (alcoholic beverages) -----	115	7 974	1 286	327	292
591	Drug and proprietary stores -----	15	(D)	927	218	160
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	132	19 706	2 871	655	464
592	Liquor stores -----	6	3 425	388	93	73
594	Miscellaneous shopping goods stores -----	59	9 118	(D)	(D)	(D)
5992	Florists -----	12	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Kenosha, Wis., SMSA</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>955</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
<b>52</b>	<b>Building materials, hardware, garden supply, and mobile home dealers-----</b>	<b>44</b>	<b>13 246</b>	<b>1 695</b>	<b>447</b>	<b>174</b>
525	Hardware stores-----	14	1 659	222	59	33
52 ex. 525	Other-----	30	11 587	1 473	388	141
<b>53</b>	<b>General merchandise group stores-----</b>	<b>18</b>	<b>(D)</b>	<b>7 348</b>	<b>1 824</b>	<b>1 045</b>
531	Department stores <sup>3</sup> -----	6	41 845	6 213	1 395	877
533	Variety stores-----	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	6	(D)	(D)	(D)	(D)
<b>54</b>	<b>Food stores<sup>4</sup>-----</b>	<b>108</b>	<b>82 019</b>	<b>9 053</b>	<b>2 239</b>	<b>1 033</b>
541	Grocery stores-----	74	76 805	8 308	2 057	884
<b>55 ex. 554</b>	<b>Automotive dealers-----</b>	<b>68</b>	<b>51 065</b>	<b>4 121</b>	<b>924</b>	<b>341</b>
<b>554</b>	<b>Gasoline service stations-----</b>	<b>98</b>	<b>34 952</b>	<b>2 397</b>	<b>604</b>	<b>456</b>
<b>56</b>	<b>Apparel and accessory stores-----</b>	<b>33</b>	<b>8 480</b>	<b>1 455</b>	<b>340</b>	<b>262</b>
561	Men's and boys' clothing and furnishings stores-----	5	1 722	323	85	57
582, 3, 8	Women's clothing and specialty stores and furriers-----	11	(D)	474	110	103
562	Women's ready-to-wear stores-----	9	(D)	(D)	(D)	(D)
565	Family clothing stores-----	2	(D)	(D)	(D)	(D)
566	Shoe stores-----	10	(D)	253	44	38
564, 9	Other apparel and accessory stores-----	5	(D)	(D)	(D)	(D)
<b>57</b>	<b>Furniture, home furnishings, and equipment stores-----</b>	<b>70</b>	<b>14 240</b>	<b>2 453</b>	<b>547</b>	<b>290</b>
5712	Furniture stores-----	15	(D)	819	181	85
5713, 4, 9	Home furnishings stores-----	24	(D)	204	46	26
572, 3	Household appliance, radio, television, and music stores-----	31	7 818	1 430	320	179
<b>58</b>	<b>Eating and drinking places-----</b>	<b>324</b>	<b>41 000</b>	<b>9 232</b>	<b>2 175</b>	<b>2 680</b>
5812	Eating places-----	147	28 435	7 309	1 675	2 152
5813	Drinking places (alcoholic beverages)-----	177	12 565	1 923	500	528
<b>591</b>	<b>Drug and proprietary stores-----</b>	<b>18</b>	<b>(D)</b>	<b>1 029</b>	<b>249</b>	<b>182</b>
<b>59 ex. 591, 8</b>	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>174</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores-----	10	5 205	560	133	116
594	Miscellaneous shopping goods stores-----	77	9 579	1 420	304	240
5992	Florists-----	13	1 180	264	69	60

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Kenosha</b>					
	Retail stores <sup>2</sup> -----	121	34 213	4 754	1 039	995
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	424	43	10	8
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	5 445	683	178	175
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores -----	6	1 292	117	32	38
55 ex. 554	Automotive dealers -----	9	10 565	911	203	83
554	Gasoline service stations -----	7	1 274	127	31	35
56	Apparel and accessory stores -----	22	5 243	1 095	234	226
561	Men's and boys' clothing and furnishings stores -----	7	2 125	506	95	79
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	2 509	466	118	127
562	Women's ready-to-wear stores -----	10	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	14	2 741	470	104	80
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	1 440	193	46	40
58	Eating and drinking places -----	25	2 325	605	145	188
5812	Eating places -----	9	1 704	516	122	159
5813	Drinking places (alcoholic beverages) -----	16	621	89	23	29
591	Drug and proprietary stores -----	3	1 810	244	60	51
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	27	3 094	459	102	111
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	17	2 370	334	76	79
5992	Florists -----	-	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Kenosha</b>			
	Retail stores <sup>2</sup> -----	11.8	44.5	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	7.3	36.8	52.4
525	Hardware stores -----	-17.2	(D)	58.5
52 ex. 525	Other -----	14.2	(D)	51.6
53	General merchandise group stores -----	(D)	43.6	35.5
531	Department stores <sup>3</sup> -----	24.5	41.7	41.7
533	Variety stores -----	-57.3	-60.4	-38.6
539	Miscellaneous general merchandise stores -----	(D)	(NC)	58.1
54	Food stores <sup>4</sup> -----	(D)	38.9	49.6
541	Grocery stores -----	(NA)	40.9	52.4
55 ex. 554	Automotive dealers -----	3.3	46.2	52.2
554	Gasoline service stations -----	98.5	(D)	81.2
56	Apparel and accessory stores -----	-34.2	8.3	0.5
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	-54.0	(D)	(D)
562	Women's ready-to-wear stores -----	-54.7	-31.7	-31.3
565	Family clothing stores -----	(D)	(NC)	64.5
566	Shoe stores -----	-14.8	13.6	13.0
564, 9	Other apparel and accessory stores -----	72.5	(NC)	(D)
57	Furniture, home furnishings, and equipment stores -----	47.2	31.4	36.9
5712	Furniture stores -----	13.2	(D)	72.1
5713, 4, 9	Home furnishings stores -----	-6.4	-22.2	-18.2
572, 3	Household appliance, radio, television, and music stores -----	79.0	(D)	32.8
58	Eating and drinking places -----	43.9	41.6	50.9
5812	Eating places -----	46.8	56.6	64.4
5813	Drinking places (alcoholic beverages) -----	35.7	14.0	27.2
591	Drug and proprietary stores -----	(D)	29.5	30.9
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	43.8	(D)	(D)
592	Liquor stores -----	(D)	63.8	50.6
594	Miscellaneous shopping goods stores -----	(D)	43.3	-12.1
5992	Florists -----	17.0	(D)	(D)

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Kenosha</b>					
	Retail stores <sup>1</sup> -----	14.7	(D)	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	6.0	3.4	1.2	2.9	(D)
525	Hardware stores -----	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5.9	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	12.9	12.3	(D)	(D)	15.0
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	16.1	(D)
533	Variety stores -----	39.6	20.7	(D)	(D)	0.6
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	1.5
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	24.0	(D)
541	Grocery stores -----	(D)	(D)	(D)	22.3	(D)
55 ex. 554	Automotive dealers -----	23.9	21.4	28.6	17.6	(D)
554	Gasoline service stations -----	(D)	7.2	6.6	(D)	(D)
56	Apparel and accessory stores -----	45.2	40.7	9.0	2.9	(D)
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	0.7	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	3.0	(D)	0.7
562	Women's ready-to-wear stores -----	53.6	53.1	(D)	(D)	0.6
565	Family clothing stores -----	(D)	(D)	(D)	(D)	0.4
566	Shoe stores -----	(D)	22.3	(D)	0.4	0.5
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.5
57	Furniture, home furnishings, and equipment stores -----	32.8	28.3	10.6	4.7	(D)
5712	Furniture stores -----	32.5	26.6	(D)	(D)	1.6
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.4	0.4
572, 3	Household appliance, radio, television, and music stores -----	(D)	33.0	6.7	(D)	(D)
58	Eating and drinking places -----	11.9	8.2	8.7	10.8	(D)
5812	Eating places -----	12.4	8.8	6.5	7.8	(D)
5813	Drinking places (alcoholic beverages) -----	10.6	6.7	2.2	3.1	(D)
591	Drug and proprietary stores -----	36.5	31.8	(D)	(D)	2.2
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	22.8	(D)	11.6	7.8	7.5
592	Liquor stores -----	-	-	-	1.3	(D)
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	3.5	(D)
5992	Florists -----	(D)	(D)	(D)	(D)	(D)

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

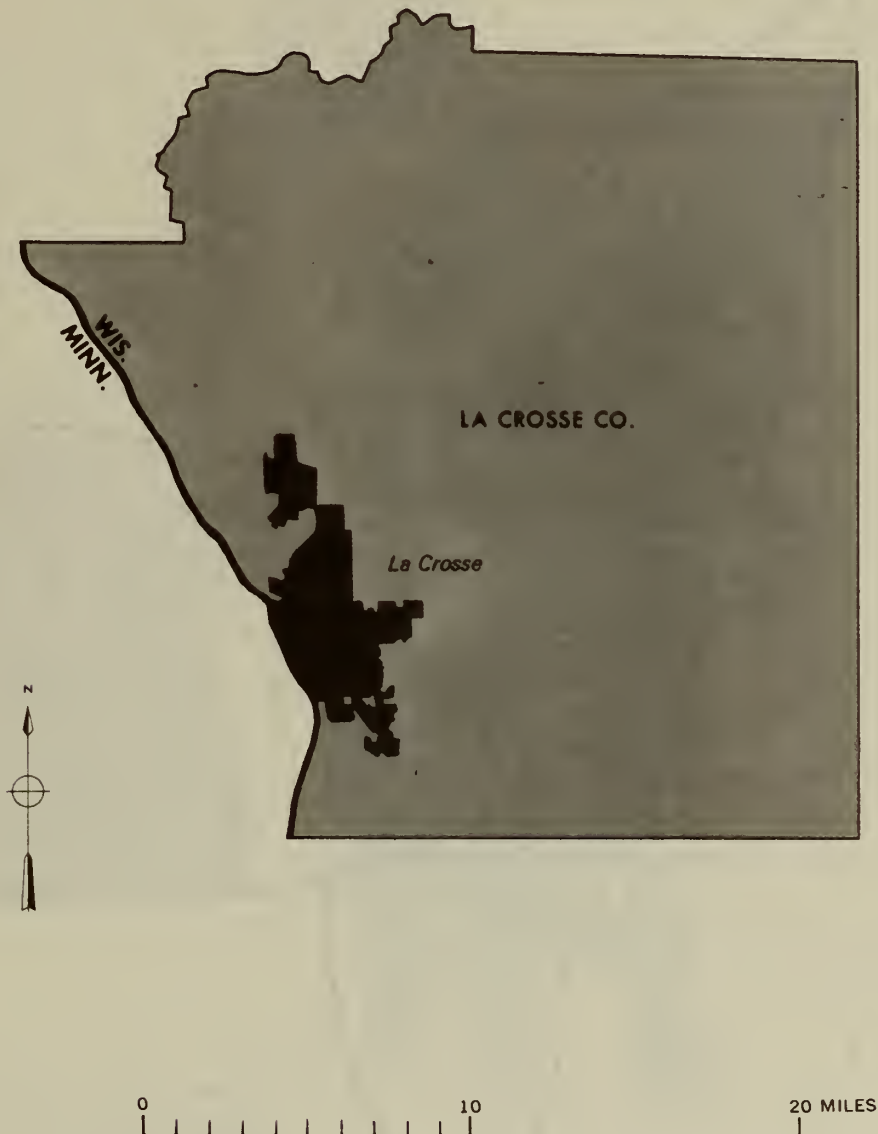
<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



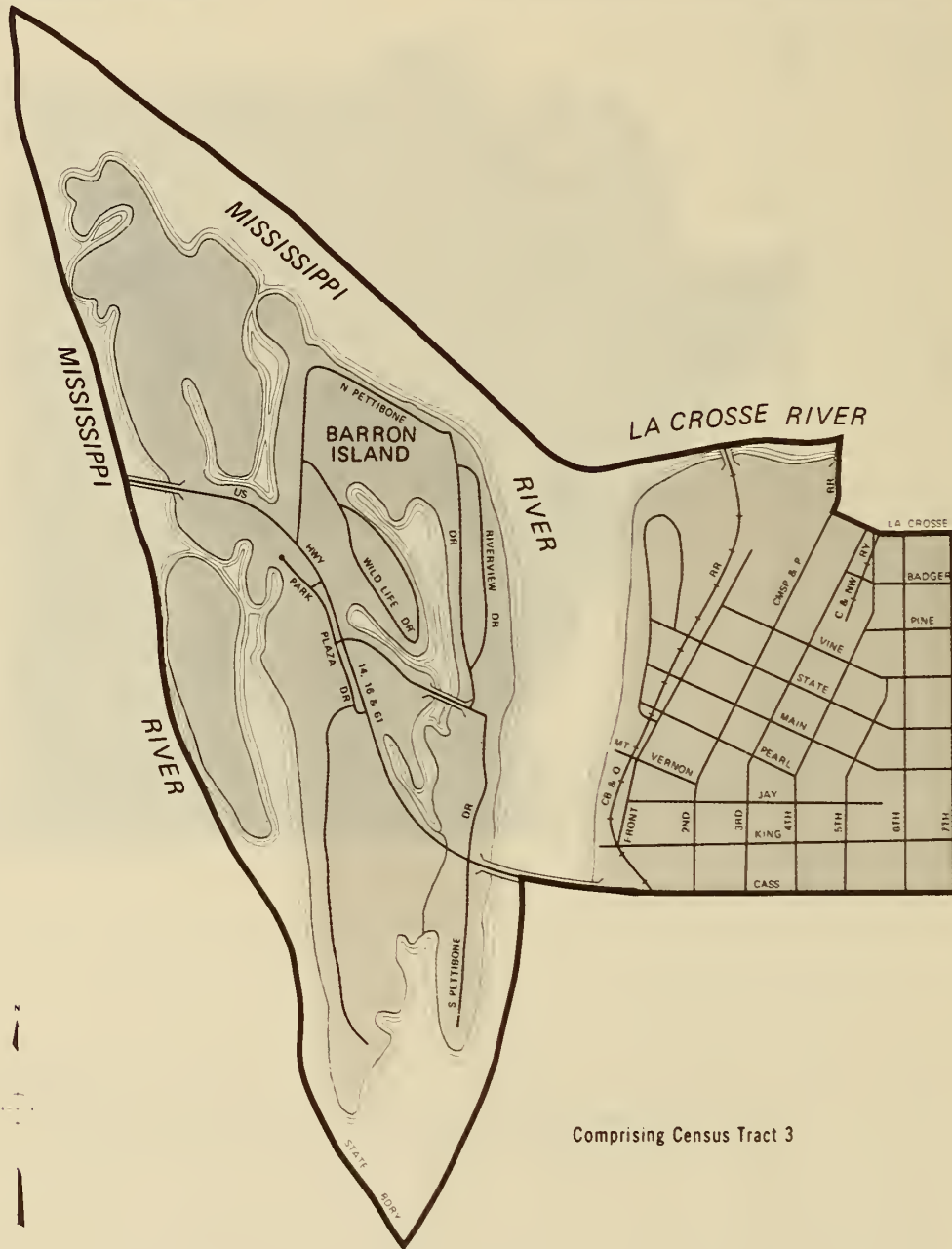
# LA CROSSE

## Standard Metropolitan Statistical Area



# LA CROSSE

## Central Business District



Comprising Census Tract 3

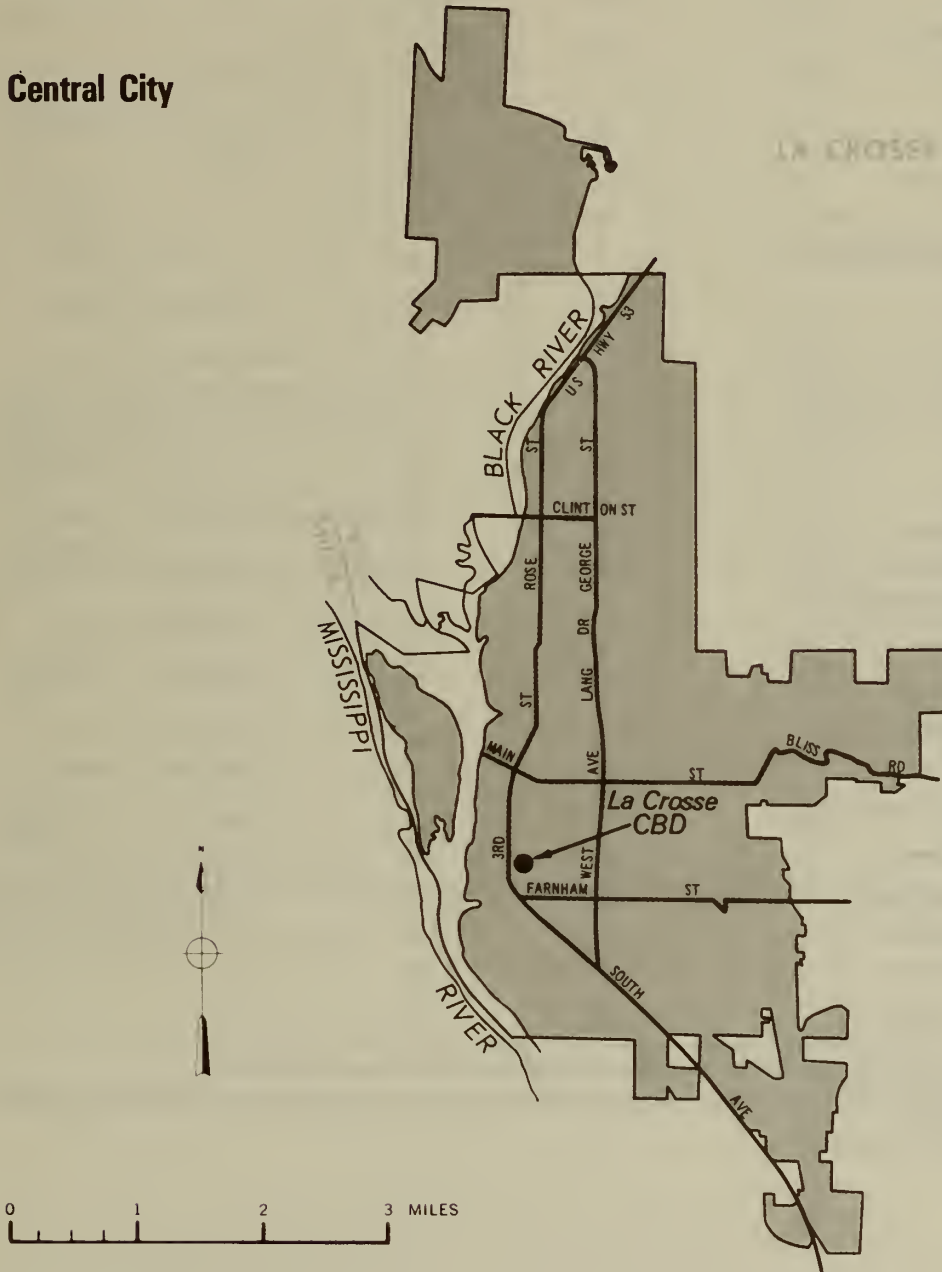
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U.S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

# LA CROSSE

Central City



- Central Business District
- Central City

**Table 1. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district
	<b>Retail stores:<sup>1 2</sup></b>			
	Number -----	812	628	171
	Sales (\$1,000) -----	347 601	294 982	73 974
	Payroll entire year (\$1,000) -----	43 786	(D)	11 308
	Paid employees for week including March 12 ---	7 880	(D)	1 851
54, 58, 591	<b>Convenience goods stores:</b>			
	Number -----	352	277	59
	Sales (\$1,000) -----	111 430	88 928	9 856
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>			
	Number -----	207	178	79
	Sales (\$1,000) -----	(D)	(D)	45 573
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>			
	Number -----	253	173	33
	Sales (\$1,000) -----	(D)	(D)	18 545
	<b>Number of Establishments</b>			
	Retail stores <sup>1 2</sup> -----	812	628	171
52	Building materials, hardware, garden supply, and mobile home dealers -----	37	23	4
525	Hardware stores -----	14	8	2
52 ex. 525	Other -----	23	15	2
53	General merchandise group stores -----	19	17	6
531	Department stores <sup>4</sup> -----	8	8	4
533	Variety stores -----	7	5	2
539	Miscellaneous general merchandise stores -----	4	4	-
54	Food stores <sup>5</sup> -----	87	65	6
541	Grocery stores -----	55	40	2
55 ex. 554	Automotive dealers -----	52	37	7
554	Gasoline service stations -----	70	47	4
56	Apparel and accessory stores -----	60	52	25
561	Men's and boys' clothing and furnishings stores --	9	9	6
562, 3, 8	Women's clothing and specialty stores and furriers -----	28	24	10
562	Women's ready-to-wear stores -----	25	22	9
565	Fashionably clothing stores -----	6	6	3
566	Shoe stores -----	11	10	6
564, 9	Other apparel and accessory stores -----	6	3	-
57	Furniture, home furnishings, and equipment stores -----	63	54	24
5712	Furniture stores -----	17	13	8
5713, 4, 9	Home furnishings stores -----	14	13	2
572, 3	Household appliance, radio, television, and music stores -----	32	28	14
58	Eating and drinking places -----	251	202	51
5812	Eating places -----	124	101	20
5813	Drinking places (alcoholic beverages) -----	127	101	31
591	Drug and proprietary stores -----	14	10	2
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	159	121	42
592	Liquor stores -----	12	9	3
594	Miscellaneous shopping goods stores -----	65	55	24
5992	Florists -----	10	7	2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>La Crosse CBD</b>					
	Retail stores <sup>2</sup> -----	171	73 974	11 308	2 670	1 851
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	1 332	267	67	40
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	20 580	2 732	634	434
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	6	(D)	(D)	(D)	(D)
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	7	5 035	537	107	52
554	Gasoline service stations -----	4	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	25	9 044	1 430	362	231
561	Men's and boys' clothing and furnishings stores -----	6	2 828	436	119	57
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	4 131	648	163	115
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores -----	24	11 671	2 172	514	234
5712	Furniture stores -----	8	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	14	7 085	1 436	340	147
58	Eating and drinking places -----	51	6 709	1 666	382	536
5812	Eating places -----	20	3 776	937	212	302
5813	Drinking places (alcoholic beverages) -----	31	2 933	729	170	234
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	42	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	24	4 278	753	170	112
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>La Crosse</b>					
	Retail stores <sup>2</sup> -----	628	294 982	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	23	19 428	1 971	403	202
525	Hardware stores -----	8	2 732	552	117	70
52 ex. 525	Other -----	15	16 696	1 419	286	132
53	General merchandise group stores -----	17	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	8	51 280	6 139	1 366	934
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	65	46 484	4 581	1 048	848
541	Grocery stores -----	40	(D)	3 868	879	682
55 ex. 554	Automotive dealers -----	37	56 627	4 975	1 168	430
554	Gasoline service stations -----	47	(D)	1 285	332	255
56	Apparel and accessory stores -----	52	13 254	1 941	500	335
561	Men's and boys' clothing and furnishings stores -----	9	3 638	561	153	77
562, 3, 8	Women's clothing and specialty stores and furriers -----	24	(D)	900	235	171
562	Women's ready-to-wear stores -----	22	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	54	18 630	3 322	771	366
5712	Furniture stores -----	13	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	13	(D)	597	131	74
572, 3	Household appliance, radio, television, and music stores -----	28	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	202	35 421	9 291	2 098	2 751
5812	Eating places -----	101	(D)	7 829	1 739	2 302
5813	Drinking places (alcoholic beverages) -----	101	(D)	1 462	359	449
591	Drug and proprietary stores -----	10	7 023	1 085	262	191
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	121	25 542	(D)	(D)	(D)
592	Liquor stores -----	9	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	55	8 134	1 264	281	212
5992	Florists -----	7	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>La Crosse, Wis., SMSA</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>812</b>	<b>347 601</b>	<b>43 786</b>	<b>10 043</b>	<b>7 880</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>37</b>	<b>26 685</b>	<b>2 776</b>	<b>527</b>	<b>264</b>
525	Hardware stores -----	14	(D)	596	128	83
52 ex. 525	Other -----	23	(D)	2 180	399	181
53	<b>General merchandise group stores -----</b>	<b>19</b>	<b>(D)</b>	<b>6 625</b>	<b>1 481</b>	<b>1 046</b>
531	Department stores <sup>3</sup> -----	8	51 280	6 139	1 366	934
533	Variety stores -----	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>87</b>	<b>60 238</b>	<b>5 661</b>	<b>1 326</b>	<b>1 043</b>
541	Grocery stores -----	55	56 514	4 883	1 142	859
55 ex. 554	<b>Automotive dealers -----</b>	<b>52</b>	<b>68 598</b>	<b>5 756</b>	<b>1 348</b>	<b>514</b>
554	<b>Gasoline service stations -----</b>	<b>70</b>	<b>23 017</b>	<b>1 566</b>	<b>401</b>	<b>308</b>
56	<b>Apparel and accessory stores -----</b>	<b>60</b>	<b>14 234</b>	<b>2 055</b>	<b>526</b>	<b>359</b>
561	Men's and boys' clothing and furnishings stores -----	9	3 638	561	153	77
562, 3, 8	Women's clothing and specialty stores and furriers -----	28	(D)	998	258	189
562	Women's ready-to-wear stores -----	25	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	(D)	248	54	50
564, 9	Other apparel and accessory stores -----	6	503	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>63</b>	<b>19 403</b>	<b>3 409</b>	<b>787</b>	<b>375</b>
5712	Furniture stores -----	17	(D)	863	203	94
5713, 4, 9	Home furnishings stores -----	14	(D)	597	131	74
572, 3	Household appliance, radio, television, and music stores -----	32	(D)	1 949	453	207
58	<b>Eating and drinking places -----</b>	<b>251</b>	<b>41 673</b>	<b>10 836</b>	<b>2 428</b>	<b>3 181</b>
5812	Eating places -----	124	32 045	9 033	1 997	2 639
5813	Drinking places (alcoholic beverages) -----	127	9 628	1 803	431	542
591	<b>Drug and proprietary stores -----</b>	<b>14</b>	<b>9 519</b>	<b>1 357</b>	<b>331</b>	<b>258</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>159</b>	<b>(D)</b>	<b>3 745</b>	<b>888</b>	<b>532</b>
592	Liquor stores -----	12	(D)	213	40	40
594	Miscellaneous shopping goods stores -----	65	9 482	1 352	295	223
5992	Florists -----	10	(D)	451	126	79

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the La Crosse SMSA in 1972



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>La Crosse</b>			
	Retail stores <sup>3</sup> -----	(NA)	68.9	75.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	(D)	111.3
525	Hardware stores -----	(NA)	39.3	47.6
52 ex. 525	Other -----	(NA)	(D)	(D)
53	General merchandise group stores -----	(NA)	59.6	(D)
531	Department stores <sup>4</sup> -----	(NA)	71.4	71.4
533	Variety stores -----	(NA)	-25.7	(D)
539	Miscellaneous general merchandise stores -----	(NA)	(D)	(D)
54	Food stores <sup>5</sup> -----	(NA)	53.7	62.7
541	Grocery stores -----	(NA)	(D)	66.7
55 ex. 554	Automotive dealers -----	(NA)	97.3	94.3
554	Gasoline service stations -----	(NA)	(D)	81.3
56	Apparel and accessory stores -----	(NA)	39.3	46.9
561	Men's and boys' clothing and furnishings stores -----	(NA)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	55.2	71.3
562	Women's ready-to-wear stores -----	(NA)	(D)	68.1
565	Family clothing stores -----	(NA)	(D)	(D)
566	Shoe stores -----	(NA)	(D)	10.0
564, 9	Other apparel and accessory stores -----	(NA)	(NC)	(NC)
57	Furniture, home furnishings, and equipment stores -----	(NA)	52.6	49.0
5712	Furniture stores -----	(NA)	50.5	(D)
5713, 4, 9	Home furnishings stores -----	(NA)	42.4	(D)
572, 3	Household appliance, radio, television, and music stores -----	(NA)	(D)	(D)
58	Eating and drinking places -----	(NA)	80.9	84.5
5812	Eating places -----	(NA)	(D)	101.0
5813	Drinking places (alcoholic beverages) -----	(NA)	(D)	44.8
591	Drug and proprietary stores -----	(NA)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(D)	94.8
592	Liquor stores -----	(NA)	-20.3	-19.2
594	Miscellaneous shopping goods stores -----	(NA)	87.5	112.2
5992	Florists -----	(NA)	(NC)	(NC)

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>La Crosse</b>					
	Retail stores <sup>1</sup> -----	25.1	21.3	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers-----	6.9	5.0	1.8	6.6	7.7
525	Hardware stores-----	(D)	19.9	(D)	0.9	(D)
52 ex. 525	Other-----	(D)	2.9	(D)	5.7	(D)
53	General merchandise group stores-----	(D)	(D)	27.8	(D)	(D)
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	17.4	14.8
533	Variety stores-----	71.4	59.2	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	(D)	(D)	-	(D)	(D)
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	15.8	17.3
541	Grocery stores-----	0.7	(D)	(D)	(D)	16.3
55 ex. 554	Automotive dealers-----	8.9	7.3	6.8	19.2	19.7
554	Gasoline service stations-----	7.4	(D)	(D)	(D)	6.6
56	Apparel and accessory stores-----	68.2	63.5	12.2	4.5	4.1
581	Men's and boys' clothing and furnishings stores-----	77.7	77.7	3.8	1.2	1.0
582, 3, 8	Women's clothing and specialty stores and furriers-----	(D)	(D)	5.6	(D)	(D)
582	Women's ready-to-wear stores-----	68.2	61.4	(D)	(D)	(D)
585	Family clothing stores-----	66.6	66.6	(D)	(D)	(D)
568	Shoe stores-----	70.5	68.6	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	(D)	-	-	(D)	0.1
57	Furniture, home furnishings, and equipment stores-----	62.8	60.2	15.8	6.3	5.6
5712	Furniture stores-----	86.6	78.9	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores-----	7.3	7.3	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	(D)	(D)	9.6	(D)	(D)
58	Eating and drinking places-----	18.9	16.1	9.1	12.0	12.0
5812	Eating places-----	(D)	11.8	5.1	(D)	9.2
5813	Drinking places (alcoholic beverages)-----	(D)	30.5	4.0	(D)	2.8
591	Drug and proprietary stores-----	(D)	(D)	(D)	2.4	2.7
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	52.6	(D)	8.7	(D)
592	Liquor stores-----	42.2	41.3	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	52.6	45.1	5.8	2.8	2.7
5992	Florists-----	5.4	4.4	(D)	(D)	(D)

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

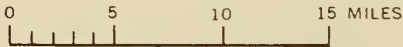
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

MADISON

Standard Metropolitan Statistical Area









**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 1	No. 2	No. 3
	<b>Retail stores:<sup>1 2</sup></b>						
	Number -----	2 559	1 490	248	88	32	63
	Sales (\$1,000) -----	1 189 238	787 078	75 949	71 776	29 449	57 067
	Payroll entire year (\$1,000) -----	149 647	103 527	16 067	9 499	4 245	7 467
	Paid employees for week including March 12 ---	26 047	18 502	3 417	1 841	869	1 538
54, 58, 591	<b>Convenience goods stores:</b>						
	Number -----	948	549	106	15	6	10
	Sales (\$1,000) -----	(D)	216 522	30 257	5 190	8 052	3 234
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number -----	733	484	107	66	19	50
	Sales (\$1,000) -----	339 662	293 861	39 693	65 398	18 717	53 390
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>						
	Number -----	878	457	35	7	7	3
	Sales (\$1,000) -----	(D)	276 695	5 999	1 188	2 680	443
	<b>Number of Establishments</b>						
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>2 559</b>	<b>1 490</b>	<b>248</b>	<b>88</b>	<b>32</b>	<b>63</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>119</b>	<b>50</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>-</b>
525	Hardware stores -----	47	17	-	-	1	-
52 ex. 525	Other -----	72	33	-	1	-	-
53	<b>General merchandise group stores -----</b>	<b>66</b>	<b>42</b>	<b>9</b>	<b>5</b>	<b>1</b>	<b>5</b>
531	Department stores <sup>4</sup> -----	19	18	2	4	1	4
533	Variety stores -----	20	8	2	1	-	1
539	Miscellaneous general merchandise stores -----	27	16	5	-	-	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>275</b>	<b>155</b>	<b>16</b>	<b>5</b>	<b>3</b>	<b>4</b>
541	Grocery stores -----	174	95	7	-	1	-
55 ex. 554	<b>Automotive dealers -----</b>	<b>125</b>	<b>55</b>	<b>2</b>	<b>-</b>	<b>1</b>	<b>1</b>
554	<b>Gasoline service stations -----</b>	<b>257</b>	<b>131</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>-</b>
56	<b>Apparel and accessory stores -----</b>	<b>190</b>	<b>153</b>	<b>37</b>	<b>36</b>	<b>11</b>	<b>30</b>
561	Men's and boys' clothing and furnishings stores --	39	32	10	7	4	6
562, 3, 8	Women's clothing and specialty stores and furriers -----	72	58	12	14	3	12
562	Women's ready-to-wear stores -----	54	43	10	11	3	10
565	Family clothing stores -----	20	15	2	3	2	2
566	Shoe stores -----	44	39	12	9	1	10
564, 9	Other apparel and accessory stores -----	15	9	1	3	1	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>184</b>	<b>103</b>	<b>17</b>	<b>6</b>	<b>1</b>	<b>5</b>
5712	Furniture stores -----	44	21	3	-	-	-
5713, 4, 9	Home furnishings stores -----	56	22	2	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	84	60	12	6	1	5
58	<b>Eating and drinking places -----</b>	<b>610</b>	<b>358</b>	<b>85</b>	<b>9</b>	<b>2</b>	<b>5</b>
5812	Eating places -----	372	229	52	8	2	5
5813	Drinking places (alcoholic beverages) -----	238	127	33	1	-	-
591	<b>Drug and proprietary stores -----</b>	<b>63</b>	<b>38</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>1</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>670</b>	<b>407</b>	<b>76</b>	<b>24</b>	<b>10</b>	<b>12</b>
592	Liquor stores -----	90	51	7	-	1	-
594	Miscellaneous shopping goods stores -----	293	186	44	19	6	10
5992	Florists -----	32	16	2	1	1	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Madison CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>248</b>	<b>75 949</b>	<b>16 067</b>	<b>3 939</b>	<b>3 417</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	<b>9</b>	<b>8 890</b>	<b>2 195</b>	<b>586</b>	<b>403</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	1 678	455	146	81
54	<b>Food stores<sup>4</sup> -----</b>	<b>16</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	7	2 247	303	63	76
55 ex. 554	<b>Automotive dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>37</b>	<b>8 499</b>	<b>1 605</b>	<b>410</b>	<b>256</b>
561	Men's and boys' clothing and furnishings stores -----	10	2 785	441	109	59
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	3 080	540	138	94
562	Women's ready-to-wear stores -----	10	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	12	1 486	243	52	30
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>17</b>	<b>6 263</b>	<b>983</b>	<b>221</b>	<b>100</b>
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	12	4 490	666	158	73
58	<b>Eating and drinking places -----</b>	<b>85</b>	<b>23 053</b>	<b>6 585</b>	<b>1 521</b>	<b>1 849</b>
5812	Eating places -----	52	18 510	5 325	1 228	1 541
5813	Drinking places (alcoholic beverages) -----	33	4 543	1 260	293	308
59	<b>Drug and proprietary stores -----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>76</b>	<b>20 636</b>	<b>3 203</b>	<b>850</b>	<b>477</b>
592	Liquor stores -----	7	1 382	146	46	29
594	Miscellaneous shopping goods stores -----	44	16 041	2 523	676	355
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Madison</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 490</b>	<b>787 078</b>	<b>103 527</b>	<b>24 709</b>	<b>18 502</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>50</b>	<b>38 769</b>	<b>4 186</b>	<b>941</b>	<b>459</b>
525	Hardware stores -----	17	6 471	1 085	232	156
52 ex. 525	Other -----	33	32 298	3 101	709	303
53	<b>General merchandise group stores -----</b>	<b>42</b>	<b>151 639</b>	<b>19 915</b>	<b>4 535</b>	<b>3 703</b>
531	Department stores <sup>3</sup> -----	18	(D)	(D)	(D)	(D)
533	Variety stores -----	8	4 218	653	153	191
539	Miscellaneous general merchandise stores -----	16	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>155</b>	<b>108 847</b>	<b>11 610</b>	<b>2 715</b>	<b>1 593</b>
541	Grocery stores -----	95	100 730	10 278	2 419	1 309
55 ex. 554	<b>Automotive dealers -----</b>	<b>55</b>	<b>156 645</b>	<b>13 714</b>	<b>3 359</b>	<b>1 044</b>
554	<b>Gasoline service stations -----</b>	<b>131</b>	<b>48 003</b>	<b>3 532</b>	<b>917</b>	<b>755</b>
56	<b>Apparel and accessory stores -----</b>	<b>153</b>	<b>47 284</b>	<b>6 670</b>	<b>1 677</b>	<b>1 242</b>
561	Men's and boys' clothing and furnishings stores -----	32	(D)	1 513	386	236
562, 3, 8	Women's clothing and specialty stores and furriers -----	58	18 784	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	43	(D)	(D)	(D)	(D)
565	Family clothing stores -----	15	(D)	1 213	315	233
566	Shoe stores -----	39	(D)	1 198	261	206
564, 9	Other apparel and accessory stores -----	9	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>103</b>	<b>50 036</b>	<b>6 906</b>	<b>1 632</b>	<b>638</b>
5712	Furniture stores -----	21	10 790	1 886	462	194
5713, 4, 9	Home furnishings stores -----	22	(D)	459	101	64
572, 3	Household appliance, radio, television, and music stores -----	60	(D)	4 561	1 069	380
58	<b>Eating and drinking places -----</b>	<b>356</b>	<b>84 863</b>	<b>22 468</b>	<b>5 321</b>	<b>6 405</b>
5812	Eating places -----	229	70 035	18 984	4 483	5 492
5813	Drinking places (alcoholic beverages) -----	127	14 828	3 484	838	913
591	<b>Drug and proprietary stores -----</b>	<b>38</b>	<b>22 812</b>	<b>4 168</b>	<b>1 010</b>	<b>855</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>407</b>	<b>78 180</b>	<b>10 358</b>	<b>2 602</b>	<b>1 808</b>
592	Liquor stores -----	51	9 500	805	176	165
594	Miscellaneous shopping goods stores -----	186	44 902	6 176	1 581	1 125
5992	Florists -----	16	(D)	388	91	69

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Madison, Wis., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>2 559</b>	<b>1 189 238</b>	<b>149 647</b>	<b>35 237</b>	<b>26 047</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>119</b>	<b>82 001</b>	<b>8 991</b>	<b>2 035</b>	<b>941</b>
525	Hardware stores -----	47	11 704	1 774	383	282
52 ex. 525	Other -----	72	70 297	7 217	1 652	659
53	<b>General merchandise group stores -----</b>	<b>66</b>	<b>164 441</b>	<b>21 351</b>	<b>4 862</b>	<b>3 934</b>
531	Department stores <sup>3</sup> -----	19	151 942	19 468	4 380	3 490
533	Variety stores -----	20	(D)	1 102	265	295
539	Miscellaneous general merchandise stores -----	27	(D)	781	217	149
54	<b>Food stores<sup>4</sup> -----</b>	<b>275</b>	<b>203 678</b>	<b>21 197</b>	<b>4 925</b>	<b>2 888</b>
541	Grocery stores -----	174	190 354	19 004	4 440	2 402
55 ex. 554	<b>Automotive dealers -----</b>	<b>125</b>	<b>251 852</b>	<b>22 022</b>	<b>5 229</b>	<b>1 714</b>
554	<b>Gasoline service stations -----</b>	<b>257</b>	<b>101 609</b>	<b>7 493</b>	<b>1 865</b>	<b>1 387</b>
56	<b>Apparel and accessory stores -----</b>	<b>190</b>	<b>54 215</b>	<b>7 808</b>	<b>1 928</b>	<b>1 458</b>
561	Men's and boys' clothing and furnishings stores -----	39	(D)	1 769	443	266
562, 3, 8	Women's clothing and specialty stores and furriers -----	72	20 418	2 838	740	603
562	Women's ready-to-wear stores -----	54	(D)	2 335	618	486
565	Family clothing stores -----	20	(D)	1 804	425	331
566	Shoe stores -----	44	8 760	1 251	278	221
564, 9	Other apparel and accessory stores -----	15	1 070	146	42	37
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>184</b>	<b>68 982</b>	<b>9 848</b>	<b>2 318</b>	<b>925</b>
5712	Furniture stores -----	44	18 171	3 050	711	317
5713, 4, 9	Home furnishings stores -----	56	11 799	1 836	443	171
572, 3	Household appliance, radio, television, and music stores -----	84	39 012	4 962	1 164	437
58	<b>Eating and drinking places -----</b>	<b>610</b>	<b>126 658</b>	<b>32 657</b>	<b>7 607</b>	<b>9 427</b>
5812	Eating places -----	372	101 236	27 281	6 286	7 957
5813	Drinking places (alcoholic beverages) -----	238	25 422	5 376	1 321	1 470
591	<b>Drug and proprietary stores -----</b>	<b>63</b>	<b>(D)</b>	<b>5 372</b>	<b>1 298</b>	<b>1 099</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>670</b>	<b>(D)</b>	<b>12 908</b>	<b>3 170</b>	<b>2 274</b>
592	Liquor stores -----	90	20 100	1 499	319	305
594	Miscellaneous shopping goods stores -----	293	52 024	7 087	1 779	1 310
5992	Florists -----	32	3 078	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Madison</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>268</b>	<b>54 836</b>	<b>10 955</b>	<b>2 663</b>	<b>2 849</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>4</b>	<b>574</b>	<b>30</b>	<b>7</b>	<b>9</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	4	574	30	7	9
53	<b>General merchandise group stores -----</b>	<b>10</b>	<b>10 594</b>	<b>1 849</b>	<b>364</b>	<b>416</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	3 058	346	89	103
54	<b>Food stores -----</b>	<b>22</b>	<b>2 156</b>	<b>337</b>	<b>85</b>	<b>91</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>5</b>	<b>2 234</b>	<b>300</b>	<b>72</b>	<b>56</b>
554	<b>Gasoline service stations -----</b>	<b>6</b>	<b>939</b>	<b>98</b>	<b>23</b>	<b>27</b>
56	<b>Apparel and accessory stores -----</b>	<b>53</b>	<b>11 134</b>	<b>2 277</b>	<b>620</b>	<b>535</b>
561	Men's and boys' clothing and furnishings stores -----	16	3 694	648	218	150
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	5 286	1 185	303	299
562	Women's ready-to-wear stores -----	12	4 475	1 042	264	254
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	15	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>18</b>	<b>3 891</b>	<b>668</b>	<b>151</b>	<b>107</b>
5712	Furniture stores -----	3	1 307	266	55	35
5713, 4, 9	Home furnishings stores -----	3	363	105	27	20
572, 3	Household appliance, radio, television, and music stores -----	12	2 221	297	69	52
58	<b>Eating and drinking places -----</b>	<b>76</b>	<b>10 257</b>	<b>2 786</b>	<b>687</b>	<b>1 064</b>
5812	Eating places -----	45	7 663	2 173	538	830
5813	Drinking places (alcoholic beverages) -----	31	2 594	613	149	234
591	<b>Drug and proprietary stores -----</b>	<b>7</b>	<b>4 260</b>	<b>796</b>	<b>214</b>	<b>227</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>67</b>	<b>8 797</b>	<b>1 814</b>	<b>440</b>	<b>317</b>
592	Liquor stores -----	4	724	68	13	20
594	Miscellaneous shopping goods stores -----	36	4 963	1 069	269	191
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Madison</b>			
	<b>Retail stores<sup>2</sup></b> -----	38.5	62.5	66.4
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	-	(NC)	85.0
525	Hardware stores -----	-	(NC)	90.4
52 ex. 525	Other -----	-	(NC)	84.2
53	<b>General merchandise group stores</b> -----	-16.1	(D)	40.6
531	Department stores <sup>3</sup> -----	-4.5	51.3	56.5
533	Variety stores -----	-3.3	-9.3	33.0
539	Miscellaneous general merchandise stores -----	-45.1	-69.5	-66.8
54	<b>Food stores<sup>4</sup></b> -----	(D)	26.0	50.2
541	Grocery stores -----	(NA)	22.5	47.7
55 ex. 554	<b>Automotive dealers</b> -----	(D)	84.1	71.5
554	<b>Gasoline service stations</b> -----	(D)	55.7	82.4
56	<b>Apparel and accessory stores</b> -----	-23.7	34.1	38.3
561	Men's and boys' clothing and furnishings stores -----	-24.6	2.1	3.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	-41.7	(D)	24.5
562	Women's ready-to-wear stores -----	(D)	(D)	14.3
565	Family clothing stores -----	-4.8	(D)	(D)
566	Shoe stores -----	(D)	44.3	37.8
564, 9	Other apparel and accessory stores -----	(D)	(NC)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b> -----	61.0	(NC)	111.0
5712	Furniture stores -----	(D)	111.7	88.3
5713, 4, 9	Home furnishings stores -----	(D)	21.8	68.8
572, 3	Household appliance, radio, television, and music stores -----	102.2	(NC)	(NC)
58	<b>Eating and drinking places</b> -----	124.8	105.4	92.6
5812	Eating places -----	(NC)	136.6	113.9
5813	Drinking places (alcoholic beverages) -----	75.1	26.5	37.9
591	<b>Drug and proprietary stores</b> -----	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b> -----	(NC)	(D)	(D)
592	Liquor stores -----	90.9	37.4	71.7
594	Miscellaneous shopping goods stores -----	(NC)	110.0	102.5
5992	Florists -----	-68.7	39.6	(D)

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Madison</b>					
	<b>Retail stores<sup>1</sup> -----</b>	<b>9.6</b>	<b>6.4</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	-	-	-	4.9	6.9
525	Hardware stores -----	-	-	-	0.8	1.0
52 ex. 525	Other -----	-	-	-	4.1	5.9
53	<b>General merchandise group stores -----</b>	<b>5.9</b>	<b>5.4</b>	<b>11.7</b>	<b>19.3</b>	<b>13.8</b>
531	Department stores <sup>2</sup> -----	4.1	(D)	(D)	(D)	12.8
533	Variety stores -----	(D)	15.9	(D)	0.5	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	2.2	(D)	(D)
54	<b>Food stores<sup>3</sup> -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>13.8</b>	<b>17.1</b>
541	Grocery stores -----	2.2	1.2	3.0	12.8	16.0
55 ex. 554	<b>Automotive dealers -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>19.9</b>	<b>21.2</b>
554	<b>Gasoline service stations -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>6.1</b>	<b>8.5</b>
56	<b>Apparel and accessory stores -----</b>	<b>18.0</b>	<b>15.7</b>	<b>11.2</b>	<b>6.0</b>	<b>4.6</b>
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	3.7	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	16.4	15.1	4.1	2.4	1.7
562	Women's ready-to-wear stores -----	19.2	17.4	(D)	(D)	(D)
565	Family clothing stores -----	12.2	8.6	(D)	(D)	(D)
568	Shoe stores -----	(D)	17.0	2.0	(D)	0.7
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>12.5</b>	<b>9.1</b>	<b>8.2</b>	<b>6.4</b>	<b>5.8</b>
5712	Furniture stores -----	(D)	(D)	(D)	1.4	1.5
5713, 4, 9	Home furnishings stores -----	5.6	(D)	(D)	(D)	1.0
572, 3	Household appliance, radio, television, and music stores -----	(D)	11.5	5.9	(D)	3.3
58	<b>Eating and drinking places -----</b>	<b>27.2</b>	<b>18.2</b>	<b>30.4</b>	<b>10.8</b>	<b>10.7</b>
5812	Eating places -----	26.4	18.3	24.4	8.9	8.5
5813	Drinking places (alcoholic beverages) -----	30.6	17.9	6.0	1.9	2.1
591	<b>Drug and proprietary stores -----</b>	<b>(D)</b>	<b>14.0</b>	<b>(D)</b>	<b>2.9</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>26.4</b>	<b>(D)</b>	<b>27.2</b>	<b>9.9</b>	<b>(D)</b>
592	Liquor stores -----	14.5	6.9	1.8	1.2	1.7
594	Miscellaneous shopping goods stores -----	35.7	30.8	21.1	5.7	4.4
5992	Florists -----	8.4	(D)	(D)	(D)	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

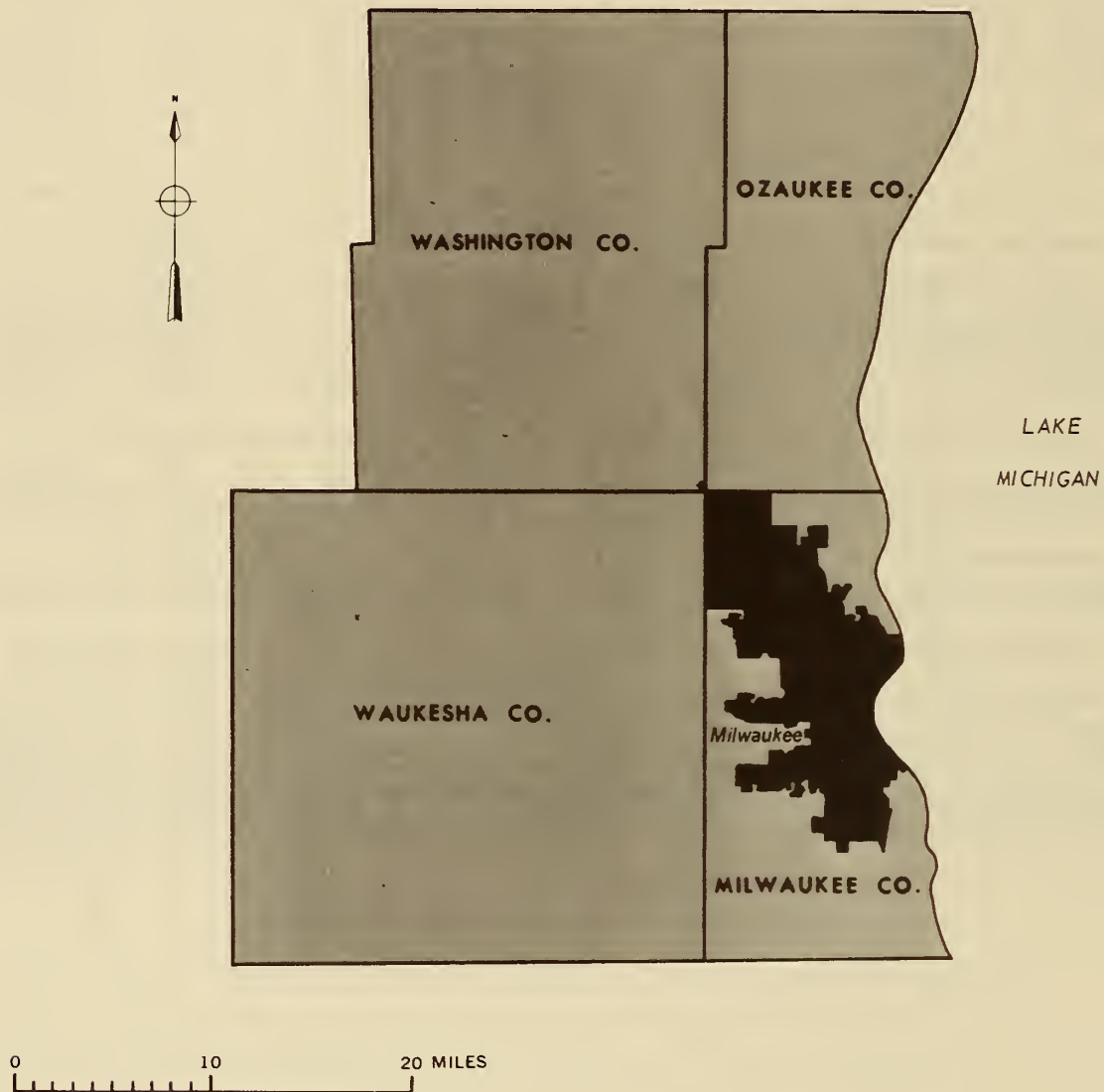
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# MILWAUKEE

## Standard Metropolitan Statistical Area

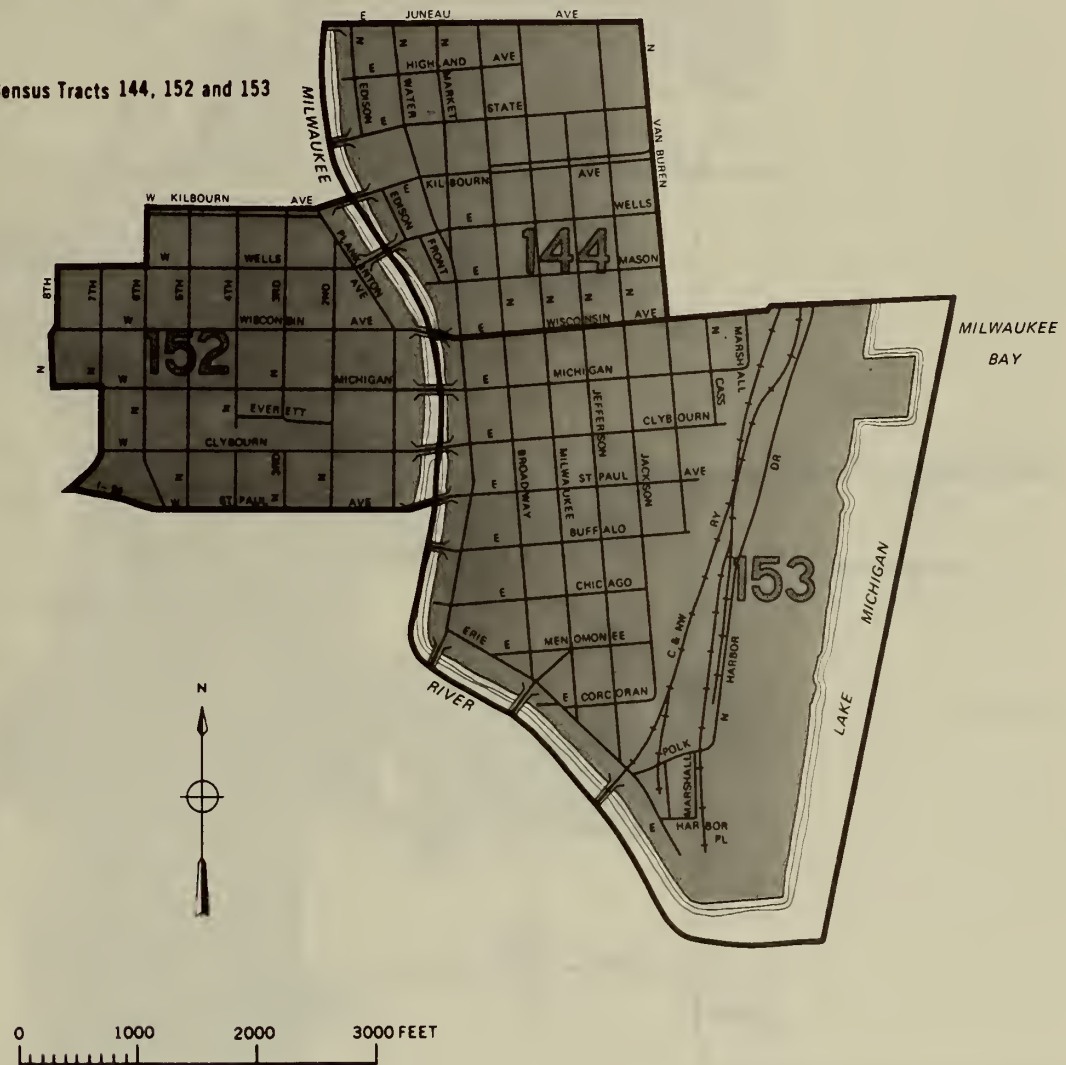




# MILWAUKEE

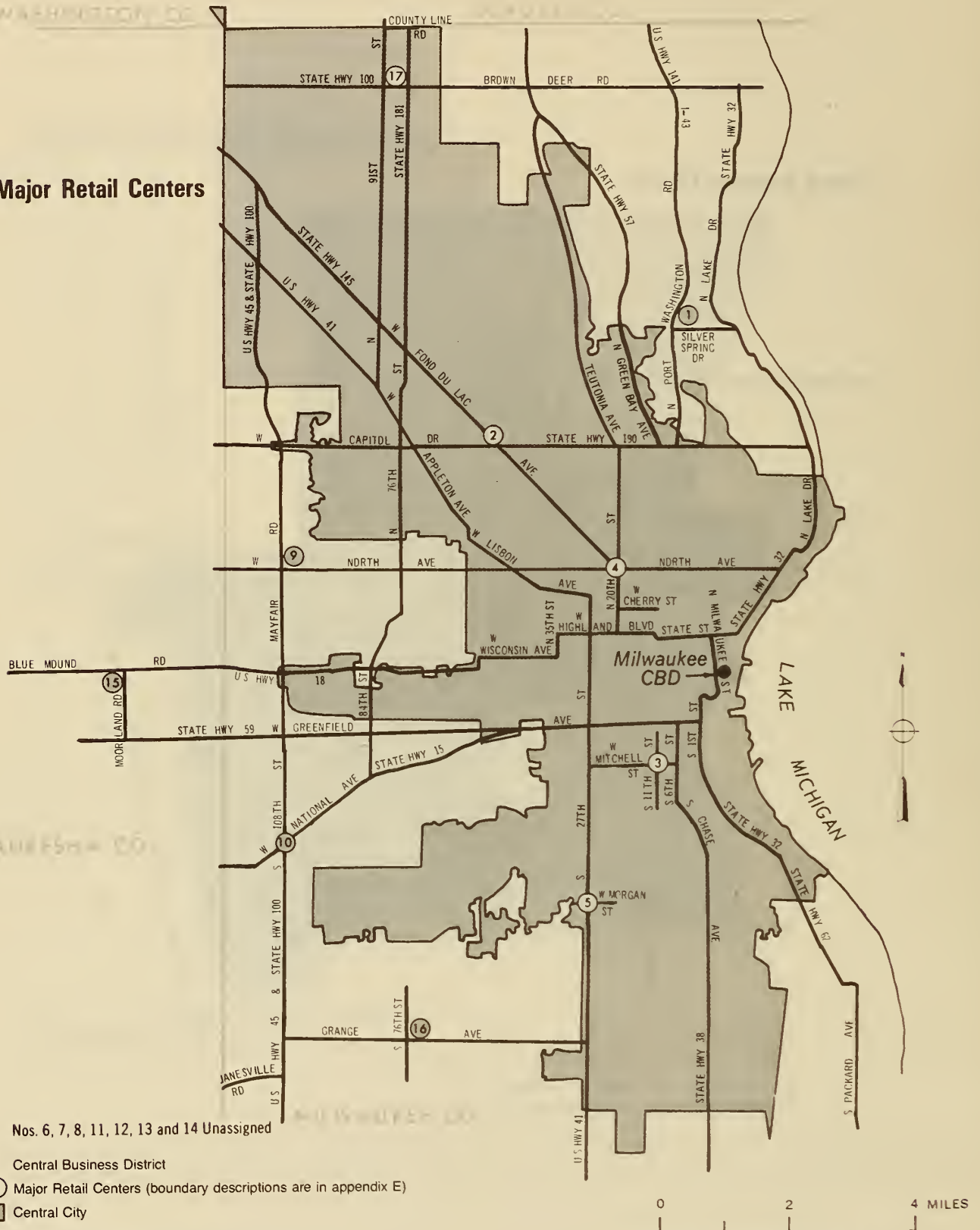
## Central Business District

Comprising Census Tracts 144, 152 and 153



## MILWAUKEE

## Major Retail Centers



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 1	No. 2	No. 3	No. 4
	<b>Retail stores:<sup>1 2</sup></b>							
	Number -----	10 311	4 837	400	78	104	137	32
	Sales (\$1,000) -----	4 662 034	1 926 819	176 014	65 374	87 139	60 435	19 396
	Payroll entire year (\$1,000) -----	592 377	272 913	45 180	8 990	12 554	10 121	3 659
	Paid employees for week including March 12 ---	96 727	44 908	7 398	1 513	2 435	1 785	489
54, 58, 591	<b>Convenience goods stores:</b>							
	Number -----	4 447	2 435	157	13	29	48	9
	Sales (\$1,000) -----	1 594 768	(D)	44 259	23 380	20 772	7 952	1 259
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>							
	Number -----	2 610	1 088	164	47	51	58	16
	Sales (\$1,000) -----	1 338 671	558 705	121 422	36 940	49 364	47 260	16 681
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>							
	Number -----	3 254	1 314	79	18	24	31	7
	Sales (\$1,000) -----	1 728 595	(D)	10 333	5 054	17 003	5 223	1 456
	<b>Number of Establishments</b>							
	Retail stores <sup>1 2</sup> -----	10 311	4 837	400	78	104	137	32
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	434	145	-	4	1	10	-
525	Hardware stores -----	138	50	-	1	1	5	-
52 ex. 525	Other -----	296	95	-	3	-	5	-
53	<b>General merchandise group stores -----</b>	214	80	13	2	5	4	2
531	Department stores <sup>4</sup> -----	59	25	5	2	4	3	1
533	Variety stores -----	76	32	3	-	1	1	1
539	Miscellaneous general merchandise stores -----	79	23	5	-	-	-	-
54	<b>Food stores<sup>5</sup> -----</b>	1 001	543	16	6	7	13	2
541	Grocery stores -----	601	344	3	2	1	2	1
55 ex. 554	<b>Automotive dealers -----</b>	507	185	5	2	6	2	2
554	<b>Gasoline service stations -----</b>	925	399	5	6	7	1	1
56	<b>Apparel and accessory stores -----</b>	673	314	74	21	23	20	7
561	Men's and boys' clothing and furnishings stores --	124	59	13	3	6	3	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	230	97	27	11	9	8	2
562	Women's ready-to-wear stores -----	179	66	19	11	6	5	1
565	Family clothing stores -----	60	24	6	2	1	1	-
566	Shoe stores -----	184	90	18	4	6	4	3
564, 9	Other apparel and accessory stores -----	75	44	10	1	1	4	1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	784	331	18	7	15	19	6
5712	Furniture stores -----	170	74	7	-	2	8	2
5713, 4, 9	Home furnishings stores -----	237	91	4	2	5	4	1
572, 3	Household appliance, radio, television, and music stores -----	377	166	7	5	8	7	3
58	<b>Eating and drinking places -----</b>	3 174	1 763	128	5	18	33	6
5812	Eating places -----	1 509	764	89	5	15	10	1
5813	Drinking places (alcoholic beverages) -----	1 665	999	39	-	3	23	5
591	<b>Drug and proprietary stores -----</b>	272	129	13	2	4	2	1
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	2 327	948	128	23	18	33	5
592	Liquor stores -----	317	140	5	1	1	3	-
594	Miscellaneous shopping goods stores -----	939	363	59	17	8	15	1
5992	Florists -----	166	69	2	1	2	3	-

See footnotes at end of table.



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.					
		No. 5	No. 9	No. 10	No. 15	No. 16	No. 17
	<b>Retail stores:<sup>1 2</sup></b>						
	Number -----	116	102	44	53	150	160
	Sales (\$1,000) -----	104 201	77 953	77 554	98 840	159 041	152 727
	Payroll entire year (\$1,000) -----	12 971	11 841	7 696	11 280	20 415	19 490
	Paid employees for week including March 12 ---	2 183	2 404	1 254	2 194	3 844	3 479
54, 58, 591	<b>Convenience goods stores:</b>						
	Number -----	37	19	14	9	33	30
	Sales (\$1,000) -----	25 588	6 687	27 464	(D)	15 499	17 813
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number -----	53	75	17	42	101	113
	Sales (\$1,000) -----	42 848	69 768	30 280	91 604	139 472	114 601
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>						
	Number -----	26	8	13	2	15	17
	Sales (\$1,000) -----	35 765	1 498	19 810	(D)	4 070	20 313
	<b>Number of Establishments</b>						
	Retail stores <sup>1 2</sup> -----	116	102	44	53	150	160
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	-	1	-	-	3
525	Hardware stores -----	1	-	-	-	-	-
52 ex. 525	Other -----	2	-	1	-	-	3
53	General merchandise group stores -----	5	2	3	5	7	6
531	Department stores <sup>4</sup> -----	3	2	2	4	5	5
533	Variety stores -----	2	-	1	1	1	1
539	Miscellaneous general merchandise stores -----	-	-	-	-	1	-
54	Food stores <sup>5</sup> -----	7	8	3	6	10	8
541	Grocery stores -----	2	-	2	-	1	1
55 ex. 554	Automotive dealers -----	7	-	6	-	2	3
554	Gasoline service stations -----	6	-	4	-	3	1
56	Apparel and accessory stores -----	18	36	4	22	51	60
561	Men's and boys' clothing and furnishings stores --	4	6	1	4	12	9
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	14	1	8	17	22
562	Women's ready-to-wear stores -----	4	12	1	8	13	16
565	Family clothing stores -----	-	2	-	2	3	6
566	Shoe stores -----	7	9	2	7	16	19
564, 9	Other apparel and accessory stores -----	2	5	-	1	3	4
57	Furniture, home furnishings, and equipment stores -----	11	14	4	5	19	23
5712	Furniture stores -----	1	2	-	-	1	2
5713, 4, 9	Home furnishings stores -----	2	4	3	1	8	9
572, 3	Household appliance, radio, television, and music stores -----	8	8	1	4	10	12
58	Eating and drinking places -----	26	11	9	2	21	22
5812	Eating places -----	23	10	9	2	21	22
5813	Drinking places (alcoholic beverages) -----	3	1	-	-	-	-
591	Drug and proprietary stores -----	4	2	2	1	2	-
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	29	31	6	12	35	34
592	Liquor stores -----	2	-	-	-	2	1
594	Miscellaneous shopping goods stores -----	19	23	6	10	24	24
5992	Florists -----	1	1	1	-	3	2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Milwaukee CBD</b>					
	Retail stores <sup>2</sup> -----	400	176 014	45 180	10 966	7 398
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	13	64 909	23 960	5 808	3 568
531	Department stores <sup>3</sup> -----	5	60 952	23 216	5 652	3 436
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	16	7 285	821	192	122
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	5	1 222	271	63	20
554	Gasoline service stations -----	5	1 085	103	26	26
56	Apparel and accessory stores -----	74	23 604	4 418	1 057	693
561	Men's and boys' clothing and furnishings stores -----	13	5 739	982	208	130
562, 3, 8	Women's clothing and specialty stores and furriers -----	27	11 763	2 197	554	384
562	Women's ready-to-wear stores -----	19	9 674	1 665	434	322
565	Family clothing stores -----	6	2 016	340	81	68
566	Shoe stores -----	18	3 422	728	168	88
564, 9	Other apparel and accessory stores -----	10	664	171	46	23
57	Furniture, home furnishings, and equipment stores -----	18	17 187	2 677	707	295
5712	Furniture stores -----	7	9 103	1 421	390	136
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	128	30 606	8 784	2 092	2 028
5812	Eating places -----	89	25 906	7 336	1 781	1 675
5813	Drinking places (alcoholic beverages) -----	39	4 700	1 448	311	353
591	Drug and proprietary stores -----	13	6 368	874	218	145
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	128	(D)	(D)	(D)	(D)
592	Liquor stores -----	5	1 743	121	32	23
594	Miscellaneous shopping goods stores -----	59	15 722	2 057	494	334
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 2</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>104</b>	<b>87 139</b>	<b>12 554</b>	<b>2 928</b>	<b>2 435</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	<b>5</b>	<b>29 166</b>	<b>4 588</b>	<b>1 111</b>	<b>1 147</b>
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup>-----</b>	<b>7</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>6</b>	<b>11 686</b>	<b>1 196</b>	<b>268</b>	<b>103</b>
554	<b>Gasoline service stations -----</b>	<b>7</b>	<b>1 762</b>	<b>158</b>	<b>51</b>	<b>40</b>
56	<b>Apparel and accessory stores -----</b>	<b>23</b>	<b>11 025</b>	<b>1 793</b>	<b>419</b>	<b>353</b>
561	Men's and boys' clothing and furnishings stores -----	6	4 267	806	172	117
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	4 776	642	154	166
562	Women's ready-to-wear stores -----	6	4 556	588	142	157
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>15</b>	<b>7 590</b>	<b>1 283</b>	<b>265</b>	<b>129</b>
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	5	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	3 884	528	96	45
58	<b>Eating and drinking places -----</b>	<b>18</b>	<b>4 253</b>	<b>1 013</b>	<b>246</b>	<b>301</b>
5812	Eating places -----	15	4 087	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	3	166	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>18</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	8	1 583	251	58	67
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 3</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>137</b>	<b>60 435</b>	<b>10 121</b>	<b>2 323</b>	<b>1 785</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>10</b>	<b>2 719</b>	<b>360</b>	<b>91</b>	<b>69</b>
525	Hardware stores -----	5	1 717	190	49	48
52 ex. 525	Other -----	5	1 002	170	42	21
53	<b>General merchandise group stores -----</b>	<b>4</b>	<b>24 114</b>	<b>4 229</b>	<b>882</b>	<b>792</b>
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	—	—	—	—	—
54	<b>Food stores<sup>4</sup> -----</b>	<b>13</b>	<b>3 210</b>	<b>316</b>	<b>72</b>	<b>79</b>
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>20</b>	<b>10 074</b>	<b>1 550</b>	<b>383</b>	<b>347</b>
561	Men's and boys' clothing and furnishings stores -----	3	511	88	21	10
562, 3, 8	Women's clothing and specialty stores and furriers -----	8	7 764	1 238	310	300
562	Women's ready-to-wear stores -----	5	7 312	1 153	296	289
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	554	85	21	14
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>19</b>	<b>11 431</b>	<b>2 087</b>	<b>507</b>	<b>188</b>
5712	Furniture stores -----	8	9 202	1 612	397	132
5713, 4, 9	Home furnishings stores -----	4	421	130	35	15
572, 3	Household appliance, radio, television, and music stores -----	7	1 808	345	75	41
58	<b>Eating and drinking places -----</b>	<b>33</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	10	2 214	578	151	158
5813	Drinking places (alcoholic beverages) -----	23	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>33</b>	<b>3 059</b>	<b>640</b>	<b>150</b>	<b>94</b>
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	15	1 641	344	84	61
5992	Florists -----	3	119	44	7	7

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 5</b>					
	Retail stores <sup>2</sup> -----	116	104 201	12 971	3 112	2 183
52	Building materials, hardware, garden supply, and mobile home dealers-----	3	(D)	(D)	(D)	(D)
525	Hardware stores-----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other-----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	7	(D)	(D)	(D)	(D)
541	Grocery stores-----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers-----	7	31 596	2 850	694	202
554	Gasoline service stations-----	6	1 744	82	23	34
56	Apparel and accessory stores-----	18	5 305	677	165	131
561	Men's and boys' clothing and furnishings stores-----	4	1 777	276	84	55
562, 3, 8	Women's clothing and specialty stores and furriers-----	5	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores-----	4	(D)	(D)	(D)	(D)
565	Family clothing stores-----	-	-	-	-	-
566	Shoe stores-----	7	1 793	211	35	21
564, 9	Other apparel and accessory stores-----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	11	3 201	463	113	45
5712	Furniture stores-----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores-----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	8	1 901	254	65	30
58	Eating and drinking places-----	26	7 338	1 763	426	485
5812	Eating places-----	23	7 226	1 755	425	484
5813	Drinking places (alcoholic beverages)-----	3	112	8	1	1
591	Drug and proprietary stores-----	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	29	(D)	(D)	(D)	(D)
592	Liquor stores-----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	19	(D)	(D)	(D)	(D)
5992	Florists-----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.



**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 9</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>102</b>	<b>77 953</b>	<b>11 841</b>	<b>2 819</b>	<b>2 404</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup>-----</b>	<b>6</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	<b>Automotive dealers -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>-</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>36</b>	<b>13 523</b>	<b>1 959</b>	<b>439</b>	<b>351</b>
561	Men's and boys' clothing and furnishings stores -----	6	2 169	266	51	46
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	5 975	849	204	194
562	Women's ready-to-wear stores -----	12	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	9	2 440	332	70	42
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>14</b>	<b>6 934</b>	<b>1 284</b>	<b>335</b>	<b>148</b>
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	4 344	706	166	71
58	<b>Eating and drinking places-----</b>	<b>11</b>	<b>3 445</b>	<b>1 099</b>	<b>270</b>	<b>332</b>
5812	Eating places -----	10	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>31</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	23	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 16</b>					
	Retail stores <sup>2</sup> -----	150	159 041	20 415	4 760	3 844
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	7	94 179	11 760	2 659	2 191
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	10	8 306	920	224	112
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	3	823	113	34	26
56	Apparel and accessory stores -----	51	27 549	3 317	766	638
561	Men's and boys' clothing and furnishings stores -----	12	6 249	897	214	146
562, 3, 8	Women's clothing and specialty stores and furriers -----	17	12 273	1 334	315	307
562	Women's ready-to-wear stores -----	13	10 645	1 183	277	274
565	Family clothing stores -----	3	3 372	286	57	52
566	Shoe stores -----	16	5 312	738	167	121
564, 9	Other apparel and accessory stores -----	3	343	62	13	12
57	Furniture, home furnishings, and equipment stores -----	19	9 539	994	274	136
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	8	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	7 111	637	182	86
58	Eating and drinking places -----	21	(D)	(D)	(D)	(D)
5812	Eating places -----	21	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	35	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	24	8 205	1 067	253	205
5992	Florists -----	3	307	56	11	10

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 17</b>					
	Retail stores <sup>2</sup> -----	160	152 727	19 490	4 308	3 479
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	74 102	9 423	2 032	1 739
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	8	(D)	(D)	(D)	(D)
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	60	22 618	2 760	649	533
561	Men's and boys' clothing and furnishings stores -----	9	4 170	592	148	113
562, 3, 8	Women's clothing and specialty stores and furriers -----	22	10 473	1 177	280	283
562	Women's ready-to-wear stores -----	16	7 983	957	229	241
565	Family clothing stores -----	6	2 999	228	54	37
566	Shoe stores -----	19	4 496	659	141	84
564, 9	Other apparel and accessory stores -----	4	480	104	26	16
57	Furniture, home furnishings, and equipment stores -----	23	8 039	994	226	110
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	9	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	12	5 463	610	157	76
58	Eating and drinking places -----	22	6 990	1 952	441	514
5812	Eating places -----	22	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	-	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	34	11 963	1 557	323	287
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	24	9 842	1 309	271	249
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Milwaukee</b>					
	Retail stores <sup>2</sup> -----	4 837	1 926 819	272 913	64 866	44 908
52	Building materials, hardware, garden supply, and mobile home dealers -----	145	64 504	8 522	1 899	958
525	Hardware stores -----	50	13 880	2 189	520	339
52 ex. 525	Other -----	95	50 624	6 333	1 379	619
53	General merchandise group stores -----	80	266 621	52 679	12 268	9 142
531	Department stores <sup>3</sup> -----	25	247 924	49 655	11 590	8 378
533	Variety stores -----	32	(D)	2 785	625	734
539	Miscellaneous general merchandise stores -----	23	(D)	239	53	30
54	Food stores <sup>4</sup> -----	543	432 812	45 607	10 945	5 857
541	Grocery stores -----	344	398 210	40 083	9 624	4 490
55 ex. 554	Automotive dealers -----	185	312 830	30 944	7 307	2 450
554	Gasoline service stations -----	399	143 102	9 485	2 436	1 887
56	Apparel and accessory stores -----	314	94 758	14 593	3 523	2 587
561	Men's and boys' clothing and furnishings stores -----	59	22 460	3 797	913	552
562, 3, 8	Women's clothing and specialty stores and furriers -----	97	41 074	6 153	1 491	1 284
562	Women's ready-to-wear stores -----	66	(D)	5 032	1 239	1 130
565	Family clothing stores -----	24	(D)	1 384	358	273
566	Shoe stores -----	90	(D)	2 838	652	405
564, 9	Other apparel and accessory stores -----	44	2 591	421	109	73
57	Furniture, home furnishings, and equipment stores -----	331	125 608	19 354	4 664	1 996
5712	Furniture stores -----	74	44 544	7 124	1 754	674
5713, 4, 9	Home furnishings stores -----	91	27 699	4 776	1 056	469
572, 3	Household appliance, radio, television, and music stores -----	166	53 365	7 454	1 854	853
58	Eating and drinking places -----	1 763	248 563	59 721	14 257	14 967
5812	Eating places -----	764	190 613	50 434	11 907	12 744
5813	Drinking places (alcoholic beverages) -----	999	57 950	9 287	2 350	2 223
591	Drug and proprietary stores -----	129	(D)	10 220	2 322	1 732
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	948	(D)	21 788	5 245	3 332
592	Liquor stores -----	140	46 696	3 455	870	577
594	Miscellaneous shopping goods stores -----	363	71 718	9 542	2 220	1 646
5992	Florists -----	69	5 071	972	234	204

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Milwaukee, Wis., SMSA</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>10 311</b>	<b>4 662 034</b>	<b>592 377</b>	<b>139 936</b>	<b>96 727</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>434</b>	<b>193 254</b>	<b>24 748</b>	<b>5 266</b>	<b>2 801</b>
525	Hardware stores -----	138	45 196	6 714	1 502	1 035
52 ex. 525	Other -----	296	148 058	18 034	3 764	1 766
53	<b>General merchandise group stores -----</b>	<b>214</b>	<b>735 397</b>	<b>106 542</b>	<b>24 869</b>	<b>19 639</b>
531	Department stores <sup>3</sup> -----	59	666 674	97 862	22 812	17 653
533	Variety stores -----	76	34 795	5 357	1 234	1 467
539	Miscellaneous general merchandise stores -----	79	33 928	3 323	823	519
54	<b>Food stores<sup>4</sup> -----</b>	<b>1 001</b>	<b>994 544</b>	<b>104 313</b>	<b>24 716</b>	<b>13 182</b>
541	Grocery stores -----	601	930 147	94 180	22 298	10 832
55 ex. 554	<b>Automotive dealers -----</b>	<b>507</b>	<b>965 197</b>	<b>88 470</b>	<b>21 006</b>	<b>6 897</b>
554	<b>Gasoline service stations -----</b>	<b>925</b>	<b>343 126</b>	<b>23 730</b>	<b>5 996</b>	<b>4 366</b>
56	<b>Apparel and accessory stores -----</b>	<b>673</b>	<b>207 719</b>	<b>30 758</b>	<b>7 265</b>	<b>5 559</b>
561	Men's and boys' clothing and furnishings stores -----	124	48 075	7 947	1 852	1 107
562, 3, 8	Women's clothing and specialty stores and furriers -----	230	85 884	12 309	2 957	2 684
562	Women's ready-to-wear stores -----	179	72 989	10 472	2 520	2 375
565	Family clothing stores -----	60	30 296	3 809	899	685
566	Shoe stores -----	184	37 867	5 764	1 327	913
564, 9	Other apparel and accessory stores -----	75	5 597	929	230	170
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>784</b>	<b>252 832</b>	<b>38 118</b>	<b>9 128</b>	<b>3 947</b>
5712	Furniture stores -----	170	90 909	14 300	3 497	1 409
5713, 4, 9	Home furnishings stores -----	237	56 757	9 122	2 032	928
572, 3	Household appliance, radio, television, and music stores -----	377	105 166	14 696	3 599	1 610
58	<b>Eating and drinking places -----</b>	<b>3 174</b>	<b>465 941</b>	<b>111 529</b>	<b>26 501</b>	<b>29 866</b>
5812	Eating places -----	1 509	365 641	96 033	22 591	25 797
5813	Drinking places (alcoholic beverages) -----	1 665	100 300	15 496	3 910	4 069
591	<b>Drug and proprietary stores -----</b>	<b>272</b>	<b>134 283</b>	<b>21 926</b>	<b>5 151</b>	<b>3 743</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>2 327</b>	<b>369 741</b>	<b>42 243</b>	<b>10 038</b>	<b>6 727</b>
592	Liquor stores -----	317	106 191	7 046	1 729	1 213
594	Miscellaneous shopping goods stores -----	939	142 723	18 943	4 415	3 391
5992	Florists -----	166	13 931	2 642	616	553

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Milwaukee</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>426</b>	<b>163 179</b>	<b>40 057</b>	<b>9 600</b>	<b>7 866</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	<b>10</b>	<b>72 858</b>	<b>22 330</b>	<b>5 475</b>	<b>4 009</b>
531	Department stores <sup>3</sup> -----	5	69 629	21 646	5 304	3 852
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	<b>16</b>	<b>4 893</b>	<b>660</b>	<b>161</b>	<b>161</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>10</b>	<b>1 362</b>	<b>164</b>	<b>48</b>	<b>41</b>
56	<b>Apparel and accessory stores -----</b>	<b>73</b>	<b>21 194</b>	<b>4 262</b>	<b>994</b>	<b>797</b>
561	Men's and boys' clothing and furnishings stores -----	15	4 457	986	221	165
562, 3, 8	Women's clothing and specialty stores and furriers -----	33	11 979	2 324	541	452
562	Women's ready-to-wear stores -----	21	9 923	1 971	458	386
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	18	3 782	632	154	129
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>24</b>	<b>15 109</b>	<b>2 226</b>	<b>466</b>	<b>303</b>
5712	Furniture stores -----	7	10 199	1 589	314	170
5713, 4, 9	Home furnishings stores -----	7	1 735	328	70	68
572, 3	Household appliance, radio, television, and music stores -----	10	3 175	309	82	65
58	<b>Eating and drinking places -----</b>	<b>141</b>	<b>21 746</b>	<b>5 994</b>	<b>1 396</b>	<b>1 755</b>
5812	Eating places -----	87	16 336	4 826	1 115	1 400
5813	Drinking places (alcoholic beverages) -----	54	5 410	1 168	281	355
591	<b>Drug and proprietary stores -----</b>	<b>15</b>	<b>6 215</b>	<b>1 076</b>	<b>259</b>	<b>234</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>130</b>	<b>18 716</b>	<b>3 145</b>	<b>754</b>	<b>538</b>
592	Liquor stores -----	4	1 158	54	13	13
594	Miscellaneous shopping goods stores -----	72	10 403	1 709	382	290
5992	Florists -----	4	601	148	35	24

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Milwaukee</b>			
	Retail stores <sup>2</sup> -----	7.9	39.2	55.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	-68.5	73.8	72.4
525	Hardware stores -----	(D)	38.7	57.9
52 ex. 525	Other -----	(D)	86.7	77.4
53	General merchandise group stores -----	-10.9	9.4	35.4
531	Department stores <sup>3</sup> -----	-12.5	11.7	38.3
533	Variety stores -----	40.0	(D)	-4.0
539	Miscellaneous general merchandise stores -----	-37.5	(D)	35.2
54	Food stores <sup>4</sup> -----	48.9	41.4	54.2
541	Grocery stores -----	(NA)	43.3	55.9
55 ex. 554	Automotive dealers -----	(D)	44.0	68.8
554	Gasoline service stations -----	-20.3	55.0	74.0
56	Apparel and accessory stores -----	11.4	40.3	40.7
561	Men's and boys' clothing and furnishings stores -----	28.8	24.6	26.4
562, 3, 8	Women's clothing and specialty stores and furriers -----	-1.8	44.8	45.6
562	Women's ready-to-wear stores -----	-2.5	(D)	43.3
565	Family clothing stores -----	(D)	(D)	75.4
566	Shoe stores -----	-9.5	(D)	22.3
564, 9	Other apparel and accessory stores -----	(D)	88.8	140.3
57	Furniture, home furnishings, and equipment stores -----	13.8	29.5	50.8
5712	Furniture stores -----	-10.7	1.7	28.2
5713, 4, 9	Home furnishings stores -----	(D)	73.3	74.0
572, 3	Household appliance, radio, television, and music stores -----	(D)	43.5	64.0
58	Eating and drinking places -----	40.7	48.9	61.5
5812	Eating places -----	58.6	72.4	82.1
5813	Drinking places (alcoholic beverages) -----	-13.1	2.8	14.4
591	Drug and proprietary stores -----	2.5	(D)	44.0
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	(D)	58.5
592	Liquor stores -----	50.5	23.8	38.3
594	Miscellaneous shopping goods stores -----	51.1	80.9	84.2
5992	Florists -----	(D)	10.9	35.2

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Milwaukee</b>					
	Retail stores <sup>1</sup> -----	9.1	3.8	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	3.3	4.1
525	Hardware stores -----	-	-	-	0.7	1.0
52 ex. 525	Other -----	(D)	(D)	(D)	2.6	3.2
53	General merchandise group stores -----	24.3	8.8	36.9	13.8	15.8
531	Department stores <sup>2</sup> -----	24.6	9.1	34.6	12.9	14.3
533	Variety stores -----	20.7	(D)	(D)	(D)	0.7
539	Miscellaneous general merchandise stores -----	26.1	(D)	(D)	(D)	0.7
54	Food stores <sup>3</sup> -----	1.7	0.7	4.1	22.5	21.3
541	Grocery stores -----	(D)	(D)	(D)	20.7	20.0
55 ex. 554	Automotive dealers -----	0.4	0.1	0.7	16.2	20.7
554	Gasoline service stations -----	0.8	0.3	0.6	7.4	7.4
56	Apparel and accessory stores -----	24.9	11.4	13.4	4.9	4.5
561	Men's and boys' clothing and furnishings stores -----	25.6	11.9	3.3	1.2	1.0
562, 3, 8	Women's clothing and specialty stores and furriers -----	28.6	13.7	6.7	2.1	1.8
562	Women's ready-to-wear stores -----	(D)	13.3	5.5	(D)	1.6
565	Family clothing stores -----	(D)	6.7	1.1	(D)	0.6
566	Shoe stores -----	(D)	9.0	1.9	(D)	0.8
564, 9	Other apparel and accessory stores -----	25.6	11.9	0.4	0.1	0.1
57	Furniture, home furnishings, and equipment stores -----	13.7	6.8	9.8	6.5	5.4
5712	Furniture stores -----	20.4	10.0	5.2	2.3	1.9
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.4	1.2
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	2.8	2.3
58	Eating and drinking places -----	12.3	6.6	17.4	12.9	10.0
5812	Eating places -----	13.6	7.1	14.7	9.9	7.8
5813	Drinking places (alcoholic beverages) -----	8.1	4.7	2.7	3.0	2.2
591	Drug and proprietary stores -----	(D)	4.7	3.6	(D)	2.9
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	13.2	(D)	(D)	(D)	7.9
592	Liquor stores -----	3.7	1.6	1.0	2.4	2.3
594	Miscellaneous shopping goods stores -----	21.9	11.0	8.9	3.7	3.1
5992	Florists -----	(D)	(D)	(D)	0.3	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

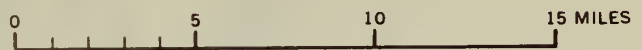
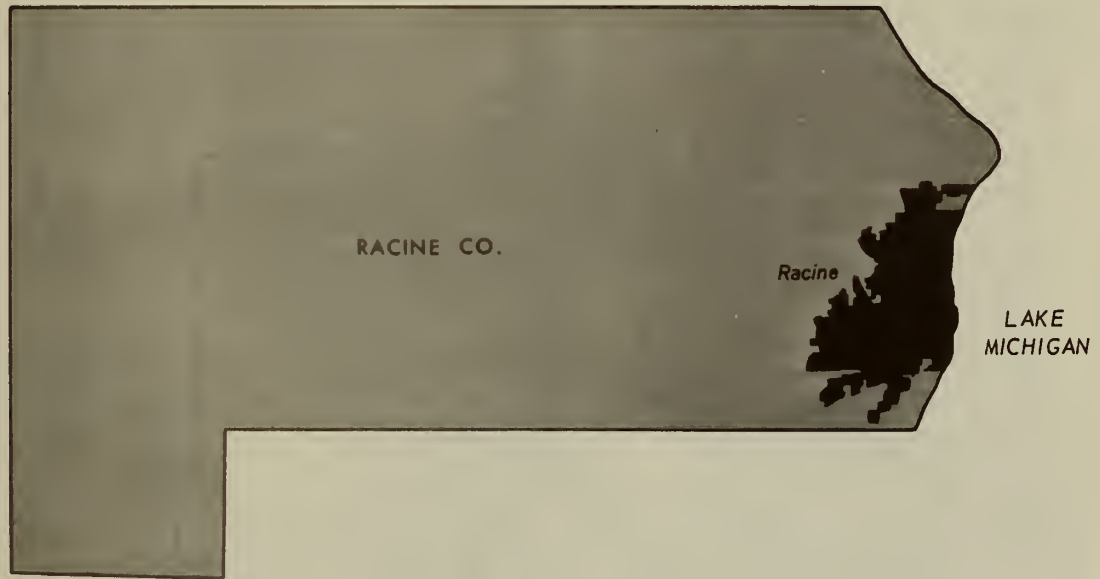
<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



# RACINE

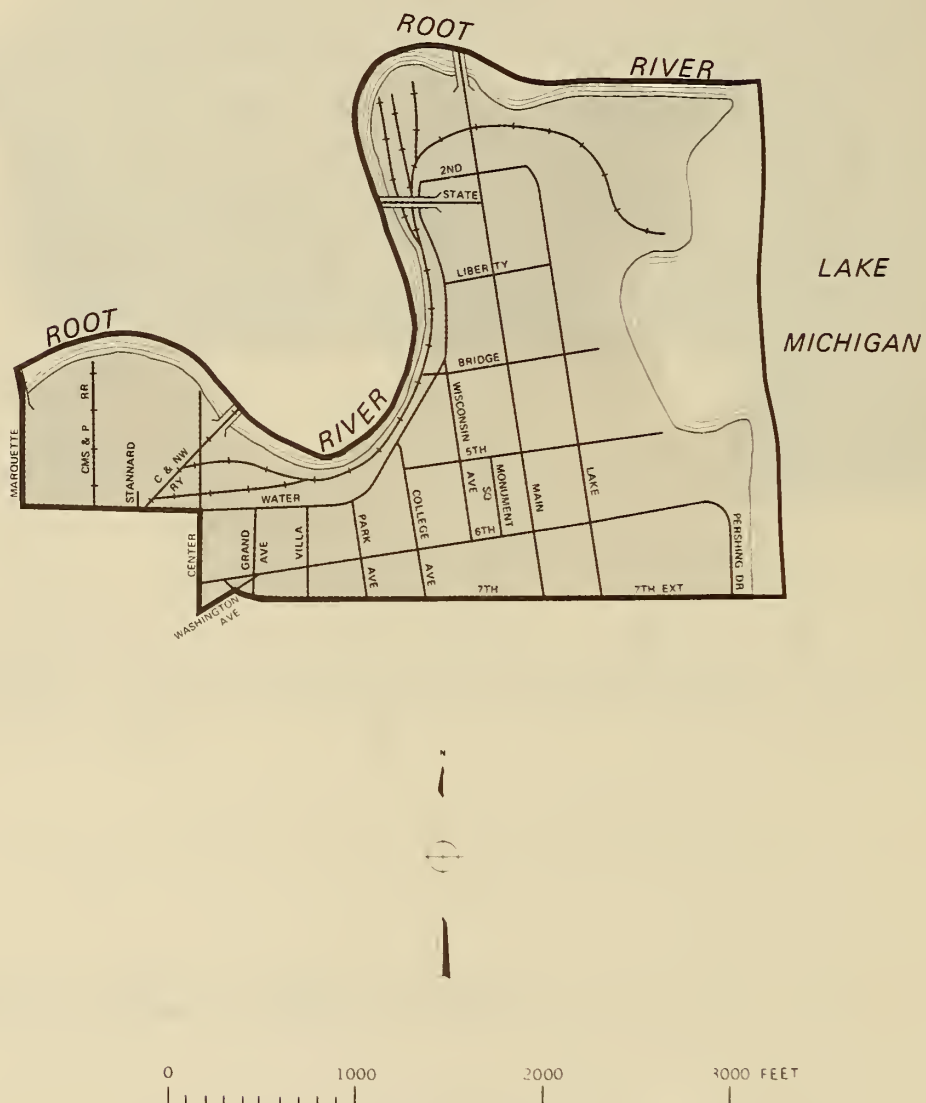
## Standard Metropolitan Statistical Area



# RACINE

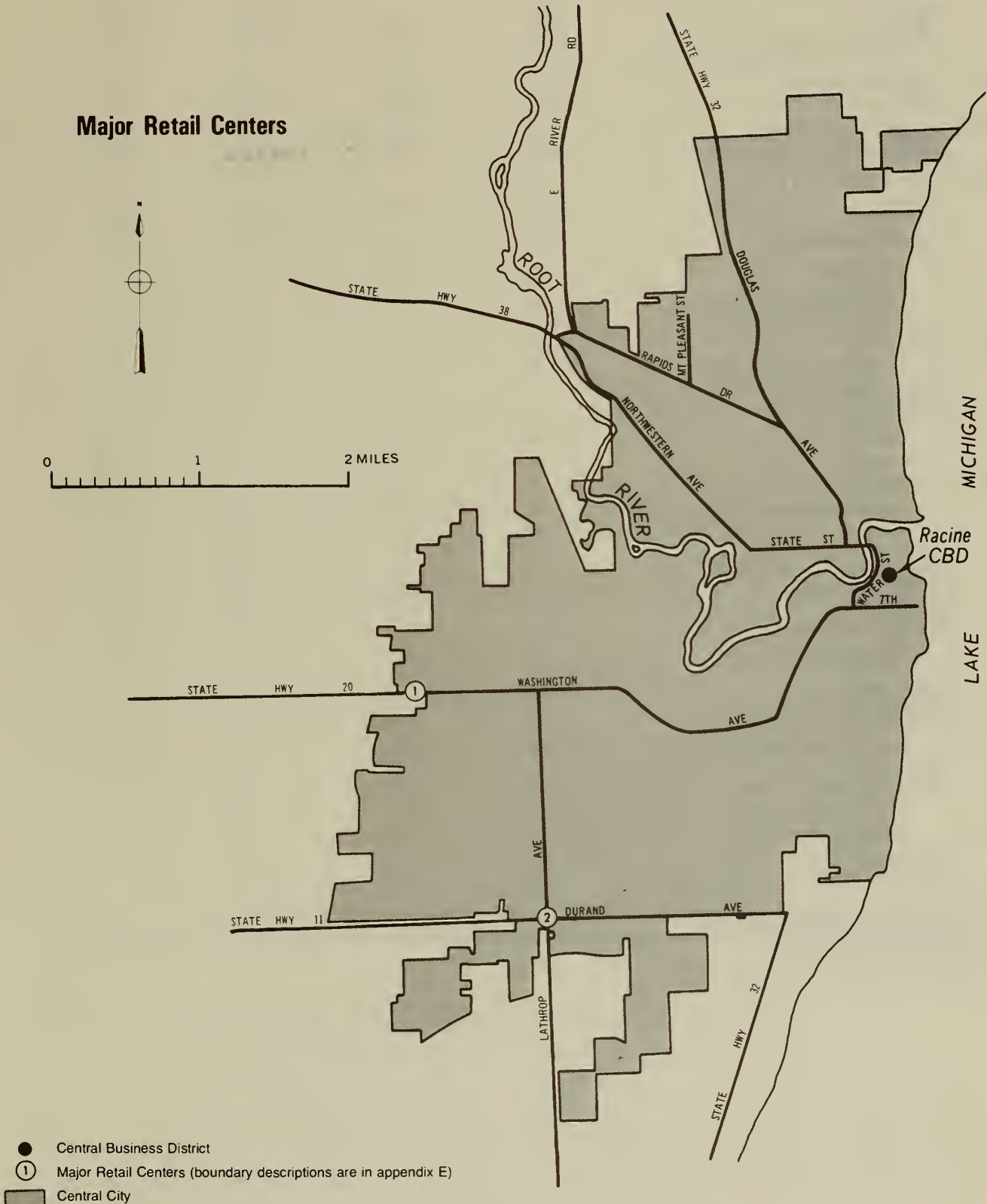
## Central Business District

Comprising Census Tract 1



# RACINE

## Major Retail Centers



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	1 296	733	78	24	88
	Sales (\$1,000) -----	523 508	(D)	32 481	35 425	71 302
	Payroll entire year (\$1,000) -----	62 974	40 285	4 260	4 877	8 706
	Paid employees for week including March 12 ---	10 047	6 623	591	862	1 439
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	547	313	18	10	28
	Sales (\$1,000) -----	192 688	122 584	2 761	10 638	27 497
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	307	196	44	4	40
	Sales (\$1,000) -----	118 866	94 212	16 337	20 278	30 832
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	442	224	16	10	20
	Sales (\$1,000) -----	211 954	(D)	13 383	4 509	12 973
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 296</b>	<b>733</b>	<b>78</b>	<b>24</b>	<b>88</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>59</b>	<b>26</b>	<b>2</b>	<b>1</b>	<b>3</b>
525	Hardware stores -----	20	9	1	-	1
52 ex. 525	Other -----	39	17	1	1	2
53	<b>General merchandise group stores -----</b>	<b>34</b>	<b>20</b>	<b>3</b>	<b>2</b>	<b>5</b>
531	Department stores <sup>4</sup> -----	9	9	2	2	3
533	Variety stores -----	10	6	1	-	2
539	Miscellaneous general merchandise stores -----	15	5	-	-	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>148</b>	<b>97</b>	<b>1</b>	<b>3</b>	<b>6</b>
541	Grocery stores -----	100	71	-	3	4
55 ex. 554	<b>Automotive dealers -----</b>	<b>87</b>	<b>37</b>	<b>3</b>	<b>2</b>	<b>5</b>
554	<b>Gasoline service stations -----</b>	<b>128</b>	<b>73</b>	<b>-</b>	<b>6</b>	<b>7</b>
56	<b>Apparel and accessory stores -----</b>	<b>67</b>	<b>46</b>	<b>16</b>	<b>1</b>	<b>13</b>
561	Men's and boys' clothing and furnishings stores --	13	11	6	-	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	28	19	6	1	3
562	Women's ready-to-wear stores -----	21	14	5	1	2
565	Family clothing stores -----	3	-	-	-	-
566	Shoe stores -----	16	11	2	-	5
564, 9	Other apparel and accessory stores -----	7	5	2	-	3
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>106</b>	<b>67</b>	<b>10</b>	<b>1</b>	<b>15</b>
5712	Furniture stores -----	23	10	2	-	2
5713, 4, 9	Home furnishings stores -----	34	22	4	1	1
572, 3	Household appliance, radio, television, and music stores -----	49	35	4	-	12
58	<b>Eating and drinking places -----</b>	<b>366</b>	<b>193</b>	<b>13</b>	<b>6</b>	<b>20</b>
5812	Eating places -----	182	96	5	5	16
5813	Drinking places (alcoholic beverages) -----	184	97	8	1	4
591	<b>Drug and proprietary stores -----</b>	<b>33</b>	<b>23</b>	<b>4</b>	<b>1</b>	<b>2</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>268</b>	<b>151</b>	<b>26</b>	<b>1</b>	<b>12</b>
592	Liquor stores -----	31	17	-	-	1
594	Miscellaneous shopping goods stores -----	100	63	15	-	7
5992	Florists -----	28	17	3	-	2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because  
there were no major retail centers  
or central business districts with 100  
retail establishments or more in 1977

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**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Racine</b>					
	Retail stores <sup>2</sup> -----	733	(D)	40 285	9 518	6 623
52	Building materials, hardware, garden supply, and mobile home dealers -----	26	13 686	1 761	402	189
525	Hardware stores -----	9	(D)	788	198	94
52 ex. 525	Other -----	17	(D)	973	204	95
53	General merchandise group stores -----	20	59 337	7 687	1 796	1 379
531	Department stores <sup>3</sup> -----	9	57 092	7 293	1 712	1 297
533	Variety stores -----	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	97	83 348	9 590	2 289	1 142
541	Grocery stores -----	71	78 420	8 451	2 032	921
55 ex. 554	Automotive dealers -----	37	42 661	4 176	948	342
554	Gasoline service stations -----	73	27 425	1 713	468	416
56	Apparel and accessory stores -----	46	11 317	1 880	418	301
561	Men's and boys' clothing and furnishings stores -----	11	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	14	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	11	(D)	299	68	47
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	67	16 227	2 309	555	303
5712	Furniture stores -----	10	(D)	937	203	102
5713, 4, 9	Home furnishings stores -----	22	3 042	476	108	73
572, 3	Household appliance, radio, television, and music stores -----	35	(D)	896	244	128
58	Eating and drinking places -----	193	29 065	6 856	1 616	1 854
5812	Eating places -----	96	22 462	5 704	1 292	1 522
5813	Drinking places (alcoholic beverages) -----	97	6 603	1 152	324	332
591	Drug and proprietary stores -----	23	10 171	1 570	374	250
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	151	(D)	2 743	652	447
592	Liquor stores -----	17	(D)	354	76	54
594	Miscellaneous shopping goods stores -----	63	7 331	1 027	239	199
5992	Florists -----	17	1 588	344	66	71

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Racine, Wis., SMSA</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 296</b>	<b>523 508</b>	<b>62 974</b>	<b>14 672</b>	<b>10 047</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>59</b>	<b>30 939</b>	<b>3 641</b>	<b>780</b>	<b>413</b>
525	Hardware stores -----	20	8 320	1 360	313	173
52 ex. 525	Other -----	39	22 619	2 281	467	240
53	<b>General merchandise group stores -----</b>	<b>34</b>	<b>66 433</b>	<b>8 672</b>	<b>2 019</b>	<b>1 534</b>
531	Department stores <sup>3</sup> -----	9	57 092	7 293	1 712	1 297
533	Variety stores -----	10	(D)	559	122	120
539	Miscellaneous general merchandise stores -----	15	(D)	820	185	117
54	<b>Food stores<sup>4</sup>-----</b>	<b>148</b>	<b>129 512</b>	<b>14 707</b>	<b>3 442</b>	<b>1 776</b>
541	Grocery stores -----	100	120 477	12 785	3 004	1 417
55 ex. 554	<b>Automotive dealers -----</b>	<b>87</b>	<b>103 671</b>	<b>9 466</b>	<b>2 164</b>	<b>753</b>
554	<b>Gasoline service stations -----</b>	<b>128</b>	<b>45 607</b>	<b>2 665</b>	<b>717</b>	<b>628</b>
56	<b>Apparel and accessory stores -----</b>	<b>67</b>	<b>14 651</b>	<b>2 288</b>	<b>510</b>	<b>370</b>
561	Men's and boys' clothing and furnishings stores -----	13	3 925	621	139	79
562, 3, 8	Women's clothing and specialty stores and furriers -----	28	6 521	1 143	250	207
562	Women's ready-to-wear stores -----	21	(D)	1 010	224	186
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	16	(D)	363	85	59
564, 9	Other apparel and accessory stores -----	7	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>106</b>	<b>27 800</b>	<b>3 957</b>	<b>924</b>	<b>504</b>
5712	Furniture stores -----	23	13 645	2 113	460	240
5713, 4, 9	Home furnishings stores -----	34	5 495	789	183	102
572, 3	Household appliance, radio, television, and music stores -----	49	8 660	1 055	281	162
58	<b>Eating and drinking places -----</b>	<b>366</b>	<b>48 821</b>	<b>11 182</b>	<b>2 571</b>	<b>3 052</b>
5812	Eating places -----	182	37 357	9 516	2 118	2 564
5813	Drinking places (alcoholic beverages) -----	184	11 464	1 666	453	488
591	<b>Drug and proprietary stores -----</b>	<b>33</b>	<b>14 355</b>	<b>2 347</b>	<b>579</b>	<b>359</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>268</b>	<b>41 719</b>	<b>4 049</b>	<b>966</b>	<b>658</b>
592	Liquor stores -----	31	10 326	645	138	106
594	Miscellaneous shopping goods stores -----	100	9 982	1 302	298	254
5992	Florists -----	28	(D)	448	92	104

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Racine</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>121</b>	<b>31 474</b>	<b>4 340</b>	<b>1 022</b>	<b>843</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>231</b>	<b>39</b>	<b>9</b>	<b>6</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>26</b>	<b>6 747</b>	<b>863</b>	<b>209</b>	<b>217</b>
561	Men's and boys' clothing and furnishings stores -----	10	2 167	293	70	53
562, 3, 8	Women's clothing and specialty stores and furriers -----	8	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	4	1 682	253	57	90
565	Family clothing stores -----	7	-	-	-	-
566	Shoe stores -----	7	2 670	274	73	61
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>17</b>	<b>5 190</b>	<b>897</b>	<b>211</b>	<b>147</b>
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	1 262	200	55	43
58	<b>Eating and drinking places -----</b>	<b>26</b>	<b>1 173</b>	<b>273</b>	<b>62</b>	<b>82</b>
5812	Eating places -----	17	911	246	56	75
5813	Drinking places (alcoholic beverages) -----	9	262	27	6	7
591	<b>Drug and proprietary stores -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>37</b>	<b>3 283</b>	<b>515</b>	<b>119</b>	<b>108</b>
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	24	2 001	300	63	75
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Racine SMSA in 1977

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Racine SMSA in 1977



## APPENDIX A. General Explanation

### CENSUS COVERAGE AND METHODOLOGY

**Structure and method of enumeration**—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:
  - a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.  
The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.
  - b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.  
Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.
2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:
  - a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.
  - b. The 10-percent sample of small employers referred to in section 1b above.

**Method of classifying kinds of business**—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.<sup>1</sup> However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.
  - a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.
  - b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.  
If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.
2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

### COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

**Geographic areas**—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

<sup>1</sup> **Standard Industrial Classification Manual: 1972.** For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. **1977 Supplement.** Stock No. 003-005-00176-0. Price 90 cents.

**Classifications**—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

**Sales**—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

**Legal form of organization**—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

## EXPLANATION OF TERMS

**Establishments**—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

**Sales**—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.



**Payroll entire year**—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

**Payroll first quarter**—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

**Paid employees for week including March 12**—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

**Central administrative offices and auxiliaries**—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

### Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

**Hardware stores (SIC 525)**—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.



## **General Merchandise Group Stores (SIC Major Group 53)**

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

**Department stores (SIC 531)**—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

**Variety stores (SIC 533)**—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

**Miscellaneous general merchandise stores (SIC 539)**—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

## **Food Stores (SIC Major Group 54)**

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

**Grocery stores (SIC 541)**—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

## **Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)**

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

**Gasoline service stations (SIC 554)**—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

## **Apparel and Accessory Stores (SIC Major Group 56)**

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.



**Women's ready-to-wear stores (SIC 562)**—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

**Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)**—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Shoe stores (SIC 566)**—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

**Other apparel and accessory stores (SIC 564 and 569)**—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

## **Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)**

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

**Home furnishings stores (SIC 5713, 5714, and 5719)**—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

**Household appliance, radio, television, and music stores (SIC 572 and 573)**—Comprise the following industries:

*Household appliance stores (SIC 572)*—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

*Radio and television stores (SIC 5732)*—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

*Record shops (SIC 5733 pt.)*—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

*Musical instrument stores (SIC 5733 pt.)*—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

## **Eating and Drinking Places (SIC Major Group 58)**

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

**Eating places (SIC 5812)**—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

### **Miscellaneous Retail Stores (SIC Major Group 59)**

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

**Drug and proprietary stores (SIC 591)**—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

**Liquor stores (SIC 592)**—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Miscellaneous shopping goods stores (SIC 594)**—Comprises the following industries:

*General line sporting goods stores (SIC 5941 pt.)*—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

*Specialty line sporting goods stores (SIC 5941 pt.)*—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

*Book stores (SIC 5942)*—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

*Stationery stores (SIC 5943)*—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

*Jewelry stores (SIC 5944)*—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

*Hobby, toy, and game shops (SIC 5945)*—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

*Camera and photographic supply stores (SIC 5946)*—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

*Gift, novelty, and souvenir shops (SIC 5947)*—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

*Luggage and leather goods stores (SIC 5948)*—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

*Sewing, needlework, and piece goods stores (SIC 5949)*—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

**Florists (SIC 5992)**—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

**Nonstore retailers (SIC 596)**—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.



# APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS				NOTICE - Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.											
<b>1977 CENSUS OF DISTRIBUTIVE TRADES (RETAIL)</b>				In correspondence pertaining to this report, please refer to this Census File Number		Employer Identification Number									
<b>Important - PLEASE READ ALL ACCOMPANYING INSTRUCTIONS</b>															
Please complete this form and RETURN TO				<b>BUREAU OF THE CENSUS</b> 1201 East Tenth Street Jeffersonville, Indiana 47132											
Census use only	Unit No.	Item code	Unit No.	Item code	Unit No.	Item code									
Please correct errors in name, address and ZIP code. ENTER street and number if not shown.															
<b>Item 1 - PHYSICAL LOCATION OF ESTABLISHMENT</b> - In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete items a through g.															
<b>a. Address number and street name of physical location</b> - If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route.  Mark (X) for a, b, c, and d if same as mailing label; if different show corrections.  Same as mailing label <input type="checkbox"/> OR ▶				<b>e. Type of municipality</b> 1 <input type="checkbox"/> City      4 <input type="checkbox"/> Borough      7 <input type="checkbox"/> Other - Specify _____ indicated in 1b    2 <input type="checkbox"/> Town      5 <input type="checkbox"/> Township Mark (X) one    3 <input type="checkbox"/> Village      6 <input type="checkbox"/> Unincorporated    8 <input type="checkbox"/> Don't know											
<b>b. Name of city, town, village, borough, etc. of physical location</b>  Same as mailing label <input type="checkbox"/> OR ▶				<b>f. Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b?</b> 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No NOTE - The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name. 3 <input type="checkbox"/> No legal boundaries 4 <input type="checkbox"/> Don't know											
<b>c. State</b>  Same as mailing label <input type="checkbox"/> OR ▶		<b>d. ZIP code</b>  Same as mailing label <input type="checkbox"/> OR ▶		<b>g. Name of county (Louisiana parish) of physical location</b>											
<b>Item 2 - EMPLOYER IDENTIFICATION NUMBER</b> Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?															
<input type="checkbox"/> YES <input type="checkbox"/> NO - Enter current EI number → <span style="border: 1px solid black; padding: 0 5px;">(9 digits)</span>															
<b>Item 3 - OPERATIONAL STATUS</b> <b>a. Mark (X) the ONE box which best describes this establishment at the end of 1977.</b>															
001 1 <input type="checkbox"/> In operation 2 <input type="checkbox"/> Temporarily or seasonally inactive 3 <input type="checkbox"/> Ceased operation - Give date _____ 4 <input type="checkbox"/> Sold or leased to another operator } Give date _____ AND name, etc.				<b>Figures only</b> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 33%;">Month</td> <td style="width: 33%;">Day</td> <td style="width: 33%;">Year</td> </tr> <tr> <td style="height: 30px;"></td> <td></td> <td></td> </tr> </table>				Month	Day	Year					
Month	Day	Year													
Name of new owner or operator _____  Number and street _____  City _____ State _____ ZIP code _____															
<b>b. How many months during 1977 did this firm or organization actively operate this establishment?</b> Number of months 002 _____															
<b>Item 4 - ORGANIZATIONAL STATUS</b> <b>a. Mark (X) the ONE box which best describes this establishment during 1977.</b>															
003 1 <input type="checkbox"/> Individual proprietorship 2 <input type="checkbox"/> Partnership 3 <input type="checkbox"/> Cooperative association 4 <input type="checkbox"/> Governmental - Specify _____ 5 <input type="checkbox"/> Corporation (other than specified above) 6 <input type="checkbox"/> Other - Specify _____															
<b>b. Was all or part of the income of this establishment or organization exempt from Federal income taxes under Section 501 or 521 of the Internal Revenue Code?</b> 004 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO															
<b>Important - Please read</b>															
Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:  EXAMPLE: If figure is \$1,125,628.28 → <table style="display: inline-table; vertical-align: middle;"> <tr> <td style="text-align: right;">• PREFERRED method . . . . .</td> <td style="text-align: center;">1</td> <td style="text-align: center;">125</td> <td style="text-align: center;">628</td> </tr> <tr> <td style="text-align: right;">Acceptable method . . . . .</td> <td style="text-align: center;">1</td> <td style="text-align: center;">125</td> <td style="text-align: center;">628</td> </tr> </table>								• PREFERRED method . . . . .	1	125	628	Acceptable method . . . . .	1	125	628
• PREFERRED method . . . . .	1	125	628												
Acceptable method . . . . .	1	125	628												
<b>Item 5 - DOLLAR VOLUME OF BUSINESS IN 1977</b>															
<b>a. Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected</b> 010 _____				<b>Item 6 - PAYROLL AND EMPLOYMENT</b>											
<b>b. Were sales (or other) taxes collected from customers and forwarded to taxing authorities?</b> 011 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO  If "YES," report the amount of such taxes (DO NOT include taxes in 5a above) 012 _____				<b>a. Payroll</b> 030 _____ (1) Total ANNUAL payroll in 1977 before deductions 031 _____ (2) Payroll for the FIRST QUARTER of 1977											
<b>c. TOTAL SALES and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above)</b> 013 _____				<b>b. Employment - Number of paid employees for the pay period including the 12th of the month (include both full- and part-time employees)</b> 032 MAR    033 MAY    034 AUG    035 NOV											

**Item 7 - METHOD OF SELLING** - Mark (X) the ONE box which best describes this establishment's principal method of selling.

300

1 ☐ Selling at this establishment    2 ☐ Mail order (catalog selling)    3 ☐ House-to-house or telephone (direct selling)    4 ☐ Operating merchandise vending machines

**Item 8 - DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM** 302

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if ☐ Customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment. 1 ☐ YES  
2 ☐ NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm. Name of establishment \_\_\_\_\_ Kind of business \_\_\_\_\_

**Item 9 - DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT**

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977? 304  
(Exclude coin-operated amusement or vending machine space leased to others)  
Mark "YES" if ☐ Any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.  
☐ Any department is operated by a subsidiary firm or the parent firm.

1 ☐ YES → Enter number - List each one in b below  
2 ☐ NO - SKIP to item 10

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				Mil.	Thou.	Dol.		
305		306		307			308	309
1							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305		306		307			308	309
2							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305		306		307			308	309
3							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO

**Item 15 - OWNERSHIP OR CONTROL** - Refer to instructions for definitions of ownership and control.

a. Is this company owned or controlled by another company? 1 ☐ YES → Owning or controlling company  
2 ☐ NO

b. Does this company own or control any other company or companies? 1 ☐ YES → Owned or controlled company  
2 ☐ NO

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

EI No. (9 digits) \_\_\_\_\_

EI No. (9 digits) \_\_\_\_\_

**Item 16 - LOCATIONS OF OPERATION**

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.)  
1 ☐ YES - Answer (b) and (c)  
2 ☐ NO - Do not complete (b) and (c) below. Review your report for completeness and accuracy and return.

Number of locations \_\_\_\_\_

b. At how many separate locations were these operations conducted during 1977?

c. List each location - including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
				Mil.	Thou.	Dol.			
080	Name			081			084 MAR	085 MAY	088 Census use only
	Number and street of physical location			082			086 AUG	087 NOV	
	City	State	ZIP code	083					
				Sales and receipts					
				Total annual payroll					
				1st quarter payroll					

080	Name			Sales and receipts	081			084 MAR	085 MAY	088 Census use only
	Number and street of physical location			Total annual payroll	082			086 AUG	087 NOV	
	City	State	ZIP code	1st quarter payroll	083					
TOTALS (Sum of entries should equal corresponding entries in Items 5a and 6 on page 1)				Sales and receipts				MAR	MAY	
				Total annual payroll				AUG	NOV	
				1st quarter payroll						



## APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
<b>52</b>	<b>BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS</b>		<b>56</b>	<b>APPAREL AND ACCESSORY STORES</b>	
5211	Lumber and other building materials dealers . . .	52A	5611	Men's and boys' clothing and furnishings stores . . . . .	56
5231	Paint, glass, and wallpaper stores . . . . .	52B	5621	Women's ready-to-wear stores . . . . .	56
5251	Hardware stores . . . . .	52B	5631 PT.	Millinery stores . . . . .	56
5261	Retail nurseries, lawn and garden supply stores . . . . .	52B	5631 PT.	Corset and lingerie stores . . . . .	56
5271	Mobile home dealers . . . . .	52C	5631 PT.	Other women's accessory, specialty stores . . . .	56
<b>53</b>	<b>GENERAL MERCHANDISE GROUP STORES</b>		5641	Children's and infants' wear stores . . . . .	56
5311	Department stores . . . . .	53A	5651	Family clothing stores . . . . .	56
5331	Variety stores . . . . .	53B	5661 PT.	Men's shoe stores . . . . .	56
5399	Miscellaneous general merchandise stores . . . . .	53A	5661 PT.	Women's shoe stores . . . . .	56
<b>54</b>	<b>FOOD STORES</b>		5661 PT.	Children's and juveniles' shoe stores . . . . .	56
5411	Grocery stores . . . . .	54	5661 PT.	Family shoe stores . . . . .	56
5422	Freezer and locker meat provisioners . . . . .	54	5681	Furriers and fur shops . . . . .	56
5423 PT.	Meat markets . . . . .	54	5699	Miscellaneous apparel and accessory stores . . . .	56
5423 PT.	Fish (seafood) markets . . . . .	54	<b>57</b>	<b>FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES</b>	
5431	Fruit stores and vegetable markets . . . . .	54	5712	Furniture stores . . . . .	57A
5441	Candy, nut, and confectionery stores . . . . .	54	5713	Floor covering stores . . . . .	57B
5451	Dairy products stores . . . . .	54	5714	Drapery, curtain, and upholstery stores . . . . .	57B
5462	Retail bakeries—baking and selling . . . . .	54	5719	Miscellaneous home furnishings stores . . . . .	57B
5463	Retail bakeries—selling only . . . . .	54	5722	Household appliance stores . . . . .	57A
5499	Miscellaneous food stores . . . . .	54	5732	Radio and television stores . . . . .	57A
<b>55</b>	<b>AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS</b>		5733 PT.	Record shops . . . . .	57B
5511 PT.	Dealers with domestic car franchise only . . . . .	55A	5733 PT.	Musical instrument stores . . . . .	57B
5511 PT.	Dealers with imported car franchise only . . . . .	55A	<b>58</b>	<b>EATING AND DRINKING PLACES</b>	
5511 PT.	Dealers with domestic, import car franchises . .	55A	5812 PT.	Restaurants and lunchrooms . . . . .	58
5521	Motor vehicle dealers—used cars only . . . . .	55A	5812 PT.	Social caterers . . . . .	58
5531 PT.	Tire, battery, and accessory dealers . . . . .	55B	5812 PT.	Cafeterias . . . . .	58
5531 PT.	Other auto and home supply stores . . . . .	55B	5812 PT.	Refreshment places . . . . .	58
5541	Gasoline service stations . . . . .	55D	5812 PT.	Contract feeding . . . . .	58
5551	Boat dealers . . . . .	55C	5812 PT.	Ice cream, frozen custard stands . . . . .	58
5561	Recreational and utility trailer dealers . . . . .	55C	5812 PT.	Drinking places (alcoholic beverages) . . . . .	58
5571	Motorcycle dealers . . . . .	55C	5813		
5599	Automotive dealers, n.e.c. . . . .	55C			

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
59	<b>MISCELLANEOUS RETAIL STORES</b>			<b>MISCELLANEOUS RETAIL STORES—Con.</b>	
5912 PT.	Drug stores . . . . .	59A	5962	Automatic merchandising machine operators . . . . .	58
5912 PT.	Proprietary stores . . . . .	59A			
5921	Liquor stores . . . . .	59G			
5931	Used merchandise stores . . . . .	59G	5963 PT.	Furniture, home furnishings, equipment— direct selling . . . . .	57A
5941 PT.	General line sporting goods stores . . . . .	59C	5963 PT.	Mobile food service—direct selling . . . . .	58
5941 PT.	Specialty line sporting goods stores . . . . .	59C	5963 PT.	Books and stationery—direct selling . . . . .	59B
5942	Book stores . . . . .	59B	5963 PT.	Other direct selling . . . . .	59G
5943	Stationery stores . . . . .	59B	5982	Fuel and ice dealers, n.e.c. . . . .	59E
5944	Jewelry stores . . . . .	59D	5983	Fuel oil dealers . . . . .	59E
5945	Hobby, toy, and game shops . . . . .	59B	5984	Liquefied petroleum gas (bottled gas) dealers . . . . .	59E
5946	Camera and photographic supply stores . . . . .	59B	5992	Florists . . . . .	59F
5947	Gift, novelty, and souvenir shops . . . . .	59B	5993	Cigar stores and stands . . . . .	59G
5948	Luggage and leather goods stores . . . . .	59B	5994	News dealers and newsstands . . . . .	59G
5949	Sewing, needlework, and piece goods stores . . . . .	59B	5999 PT.	Pet shops . . . . .	59G
5961 PT.	Department store merchandise—mail order . . . . .	53A	5999 PT.	Typewriter stores . . . . .	59B
5961 PT.	General merchandise, n.e.c.—mail order . . . . .	53A	5999 PT.	Optical goods stores . . . . .	59G
5961 PT.	Other mail-order houses . . . . .	53A	5999 PT.	Other retail stores, n.e.c. . . . .	59G

## APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

### MILWAUKEE-RACINE SCSA<sup>1</sup>

Consists of Milwaukee Wis., SMSA and Racine Wis., SMSA

### LA CROSSE SMSA

Coextensive with La Crosse County, Wis.

### APPLETON-OSHKOSH SMSA

Consists of Calumet, Outagamie, and Winnebago Counties, Wis.

### MADISON SMSA

Coextensive with Dane County, Wis.

### DULUTH-SUPERIOR, MINN.-WIS., SMSA<sup>2</sup>

Consists of St. Louis County, Minn., and Douglas County, Wis.

### MILWAUKEE SMSA

Consists of Milwaukee, Ozaukee, Washington, and Waukesha Counties, Wis.

### EAU CLAIRE SMSA<sup>3</sup>

Consists of Chippewa and Eau Claire Counties, Wis.

### MINNEAPOLIS-ST. PAUL, MINN.-WIS., SMSA<sup>2</sup>

Consists of Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, Minn., and St. Croix County, Wis.

### GREEN BAY SMSA

Coextensive with Brown County, Wis.

### KENOSHA SMSA

Coextensive with Kenosha County, Wis.

### RACINE SMSA

Coextensive with Racine County, Wis.

<sup>1</sup> No MRC data are published for Standard Consolidated Statistical Areas.

<sup>2</sup> MRC data for this SMSA appear only in the Minn. MRC report.

<sup>3</sup> Newly designated since 1972 Economic Censuses.





## APPENDIX E. Major Retail Centers

### APPLETON—OSHKOSH, WIS., SMSA

MRC No. 1—Includes establishments on College Ave. from U.S. Hwy. 41 to Sooline RR. and establishments on W. Lawrence St. (Grand Chute, Outagamie County) (In tracts 110 and 111)

MRC No. 2—Includes establishments along North Washburn, South Washburn, and North Koeller Sts. between Lake Butte Des Morts and the CMS and P RR., and adjacent establishments on Omno Rd., Taft Ave., Dickinson Ave., and West 9th Ave. (Oshkosh, Winnebago County) (In tracts 10, 11, 13, and 18)

### EAU CLAIRE, WIS., SMSA

MRC No. 1—Includes the planned center known as "London Square Mall" and establishments in the area bounded by Clairemont Ave. (Hwy. 12), Hwy. 53, Hamilton Ave., London Rd., Lexington Blvd., and Fairfax St. (Eau Claire) (In tract 8)

MRC No. 2—Includes the planned center known as "Co-op Shopping Center" and establishments in the area bounded by Altoona Ave., Fairfax St. extended, South Hastings Way (Hwy. 53), Clairemont Ave. (Hwy. 12), Fairfax St., Hopkins Ave. extended, Keith St., Brackett Ave., Donnellan Ln., Fenwick Ave., Esmona Rd. and South Hastings Way (Hwy. 53). (Eau Claire) (In tract 7)

### MADISON, WIS., SMSA

MRC No. 1—Includes the planned center known as "East Town Mall" and establishments bounded by East Washington Ave., Zeier Rd., Lien Rd., and Eagan Rd. (Madison, Dane County) (In tract 26.02)

MRC No. 2—Includes the planned center known as "Hilldale" and establishments in the area bounded by University Ave., North Midvale Blvd., the south property line of the center, and Segoe Rd. (Madison) (In tract 3)

MRC No. 3—Includes the planned center known as "West Town Mall" and establishments bounded by Mineral Point Rd., Gammon Rd., West Beltline (U.S. Highways 12 and 14) and the Madison city limits. (Madison) (In tract 4.03)

### MILWAUKEE, WIS., SMSA

MRC No. 1—Includes the planned centers known as "Bay Shore Shopping Center" and "Glen Bay Shopping Center" and establishments on the east side of North Port Washington Rd. from W. Silver Spring Dr. to Montclair Ave., and on W. Silver Spring Dr. from N. Bay Ridge Ave. to the North-South Freeway (U.S. Hwy. 43). (Glendale and Whitefish Bay) (In tracts 602 and 701)

### MILWAUKEE, WIS., SMSA—Con.

MRC No. 2—Includes the planned center known as "Capitol Court" and establishments on W. Capitol Dr. from N. 49th St. to N. 62d St., on W. Fond du Lac Ave. from W. Melvina St. to W. Baldwin, on N. 60th St. from W. Capitol Dr. to W. Ruby Ave., and on N. 50th St. from W. Capitol Dr. to Fiebrantz Ave. (Milwaukee) (In tracts 31, 36, 38, and 40)

MRC No. 3—Includes establishments in the area bounded by W. Lapham St., S. 5th St., W. Maple St., S. 7th St., W. Burnham St., S. 16th St., W. Mitchell St., and S. 15th Pl. (Milwaukee) (In tracts 167 and 168)

MRC No. 4—Includes establishments on W. Fond du Lac Ave. from 20th St. to W. Ash, on W. North Ave. from W. 20th St. to N. 24th St., on N. Meinecke Ave. from W. Fond du Lac Ave. to N. 22nd St., on W. Medford Ave. from W. North Ave. to W. Oak, and on N. 20th St. from W. Garfield to W. North Ave. (Milwaukee) (In tract 100)

MRC No. 5—Includes the planned centers known as "Point Loomis Shopping Center" and "Southgate Shopping Center" and establishments on S. 27th St. from W. Oklahoma Ave. to W. Howard Ave., and on W. Loomis Rd. from S. 27th St. to S. 31st St. extended. (Milwaukee) (In tracts 200, 201, and 202)

MRC No. 9—Includes the planned center known as "Mayfair Shopping Center" and establishments on the east side of N. Mayfair Rd. (108th St.) from W. North Ave. to the Blue Mound Country Club boundary, and on W. North Ave. from N. 104th St. to N. Mayfair Rd. (Wauwatosa) (In tract 903)

MRC No. 10—Includes the planned centers known as "Shops of Southtown," "Southtown Shopping Center," and "Westlane Village Shopping Center" and establishments in the 10700 to 11100 blocks, inclusive, of National Ave. and on S. 108th St. from W. Arthur Ave. to W. Oklahoma Ave. (West Allis) (In tracts 1010 and 1011)

MRC No. 15—Includes the planned center known as "Brookfield Square Shopping Center" and establishments on W. Blue Mound Rd. and on Moorland Rd. (Brookfield) (In tract 2011)

MRC No. 16—Includes the planned centers known as "Southridge" and "Kohl's Southridge Plaza" and establishments on S. 76th St. from W. Layton Ave. to W. Grange Ave. (Greendale and Greenfield) (In tract 1202)

MRC No. 17—Includes the planned center known as "Northridge," bounded by County Line Rd., N. 76th St. (Wauwatosa Ave.), Brown Deer Rd., and N. 91st St. (Milwaukee) (In tract 1)

## RACINE, WIS., SMSA

MRC No. 1—Includes the planned center known as "Turnstyle Shopping Center" and establishments on Washington Ave. from Green Bay Rd. to Ohio St. (Racine) (In tracts 10 and 11)

MRC No. 2—Includes the planned centers known as "Elmwood Plaza" and "Zayre Shopping Center" and establishments on the south side of Durand Ave. from Wheelock Dr. to Kentucky St., on the north side of Durand Ave. from West Lawn Ave. to Kentucky St., on Lathrop Ave. from 20th St. to Durand Ave., and on Kentucky St. from Durand Ave. to Winthrop Ave. (Racine) (In tracts 9.01 and 9.02)

## APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Appleton-Oshkosh SMSA	CSAC
Eau Claire SMSA	CSAC
Green Bay SMSA	N
Kenosha SMSA	N
La Crosse SMSA	N
Madison SMSA	F
Milwaukee SMSA	
Milwaukee County	F
Ozaukee County	N
Washington County	N
Waukesha County	CSAC
Racine SMSA	CSAC





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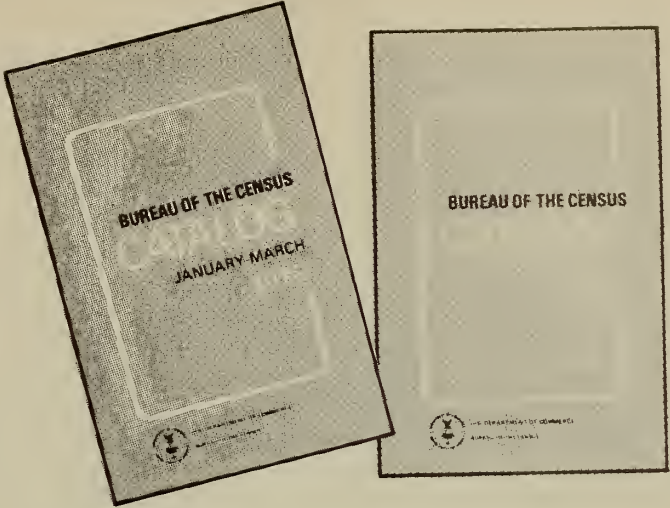
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Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

#### Final Reports

##### Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

##### Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

##### Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

##### Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

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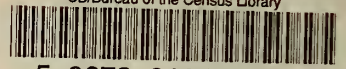








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